



JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

November 2, 1964

ROBERT E. KINTNER SEES CONTINUATION OF NBC AS "MOST RESPONSIBLE NEWS ORGANIZATION IN THE BUSINESS" AS THE "DECISIVE FACTOR" IN NBC NEWS' ELECTION NIGHT COVERAGE; TALKS TO 1,100-MAN STAFF

Robert E. Kintner, President of the National Broadcasting Company, sees the continuation of NBC as the "most responsible news organization in the business" as the "decisive factor" in the NBC News' Election Night coverage Tuesday, Nov. 3.

Mr. Kintner set forth his views in addressing NBC News' 1,100-man Election Night staff on Saturday (Oct. 31).

"I think on Tuesday night we will do a good job," Mr. Kintner said. "However, it isn't so much whether we come out first in critical acclaim, because -- although we would like to have it -- that to my mind isn't the decisive factor.

"Nor is it so much that we come out with the highest rating, although naturally we would like to have that, too. But, as I said in Atlantic City, and I believe very firmly, we want our performance again to demonstrate that NBC has the most responsible news organization in the business."

NBC's objectives, Mr. Kintner said, are to bring returns in quickly and accurately. "The 'accurately' should come first; the 'quickly' because people are interested in the returns. But the most important thing is to interpret them properly and meaningfully.

(more)

I don't believe that viewers and listeners throughout the country know as much about the background and details of the campaigns, elections and candidates as you might suppose, and it is important for the NBC News staff to explain the significance of the developments that will be covered in the election reporting."

Mr. Kintner said that the interest and the understanding of the public will "depend a great deal upon the ability of our reporters to interpret the results in simple, meaningful language; to analyze how these results came about; and to relate them to the future in American politics."

On the role of the RCA computers in this year's election coverage, Mr. Kintner said NBC's "tremendous computer installation" will be able to call the results as quickly as anyone. But, he added: "We have issued orders that NBC News will not call any election or any winner in the sense of 'This is the winner!'" We will explain that we are making a forecast based on a certain amount of material."

An equally important part of the computer operation, in Mr. Kintner's view, is "responding to the tremendous interest that people have in how America's voting pattern is divided."

"People are interested," he said, "in how the various groups and sections of the electorate vote, how the East votes, how the South votes, what happens in Alabama and Louisiana, what happens in higher income, lower income and middle income groups."

"This used to be just conjecture in the old days. Now with the RCA computer and EVA (Electronic Vote Analysis) we will be able to tell people not only how people in their community vote, but how Harlem votes, how my home territory of Dutch Pennsylvania votes, how Southern Illinois votes, how Philadelphia, how Chicago and the big cities vote. Is the Middle West different? What is the strength of a white

(more)

backlash, if there is any? Is there a frontlash, as the President says?"

With the abilities of its news staff supported by the huge funds and effort devoted to the election coverage, Mr. Kintner said NBC will be able to come out with a "great public service."

"It will be a service that will tell people who will win the contests for President, Vice President, Senators, Congressmen, Governors," he said. "It will also tell why they won, who voted for them, what the issues were. But most important to me, it will make the winners and the losers meaningful in the future of the life of American politics."

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NBC-New York, 11/2/64

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NBC COLOR TELEVISION NEWS



November 2, 1964

CREDITS FOR "WHAT'S THIS SONG?" COLORCASTS ON NBC-TV

Time: Mondays through Fridays, 10:30-10:55 a.m. EST,
in color (started Oct. 26, 1964).

Stars: Win Martindale, host and master of ceremonies.

Format: A musical game show which teams two celebrities
with two participants from the studio audience
to guess the names of popular songs. Cash
prizes and a trip to New York await the
participating winners.

Producers: Stu Phelps, Jack Reeves, Jesse Martin.

Associate producer: Jim Critchfield

Director: Stu Phelps

Music coordinator: Jerry Bowne

Music consultant: Rita Williamson

Music director: Bobby Hammack

Origination: NBC Color Studios, Burbank, Calif.

Art director: John Shrum

Sponsors: Various

Produced by Phelps-Reeves-Martin in association with NBC,
at NBC's Burbank studios.

NBC Press
representatives: Frank Farrell, Burbank, Calif.; Betty Lanigan,
New York.

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NBC COLOR TELEVISION NEWS



November 2, 1964

'BELL TELEPHONE HOUR' PRE-HOLIDAY PROGRAM WILL COMMEMORATE FIRST
THANKSGIVING; ROBERT YOUNG IS HOST TO CAST OF GUEST HEADLINERS

A gala pre-holiday program, climaxed with a special live and film presentation commemorating the first Thanksgiving, will be presented by the "Bell Telephone Hour" with noted film and TV actor Robert Young as host Tuesday, Nov. 24 (NBC colorcast, 10-11 p.m. EST). Guest stars include Andre Previn, pianist and composer, singers Earl Wrightson and Lois Hunt, the folksingers The Brothers Four, and dancers Edward Villella and Patricia McBride. Donald Voorhees conducts the Bell Telephone Orchestra.

The filmed sequence (in the otherwise live program) will be combined with narration by Robert Young and a specially written musical score, dramatizing the settlement of Plymouth and the Pilgrims' first Thanksgiving. Robert Young, who made his film debut in 1931 and scored successes with 100 films to follow, turned to radio in 1949 for the series "Father Knows Best," a role he continued for six years on TV. This marks his first appearance on this series. All the other guests have appeared on several "Bell Telephone Hour" colorcasts.

The series is a production of Henry Jaffe Enterprises, with Barry Wood as executive producer.

NBC-TV PROGRAM HIGHLIGHT NOV. 24

"BELL TELEPHONE HOUR" -- Actor Robert Young is host in Thanksgiving celebration program, with guest stars Earl Wrightson and Lois Hunt, Andre Previn, The Brothers Four, and Patricia McBride and Edward Villella. (Color.)

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JACK TRACY
ROOM 320

2-X-H

NBC NEWS ELECTION YEAR '64

November 4, 1964

NBC NEWS' ELECTION NIGHT TV COVERAGE LED NETWORKS IN
NATIONAL ARBITRON RATINGS FOR 7-11 P.M. (EST) PERIOD

- - -

NBC 28% Greater Than Second Network, and 223% Greater Than Third;
NBC's Trendex Score Bigger Than That of Two Competitors Combined,
and WNBC-TV Registers in Same Manner in New York City Nielsen

NBC News' television coverage of the 1964 elections attracted an audience far more than any other network -- 28 per cent greater than the second network and 223 per cent greater than the third network -- according to National Arbitron ratings for the 7-11 p.m. EST time period election night (Tuesday, Nov. 3).

NBC-TV attracted 48 per cent of the election audience, compared to the second network's 37 per cent and the third network's 15 per cent, according to the National Arbitron Ratings.

NATIONAL ARBITRON RATINGS

7-11 p.m. EST

	<u>Rating</u>	<u>Share of Election Audience</u>	<u>NBC Advantage</u>
NBC-TV	-- 25.8	48	--
2nd Network	-- 20.1	37	+28%
3rd Network	-- 8.0	15	+223%

(more)

2 - Ratings

NBC was also the leading network in the coast-to-coast Trendex ratings, attracting an audience greater than the other two networks combined. NBC-TV attracted 52 per cent of the election audience, compared to the second network's 33 per cent and the third network's 15 per cent, during the 7-11 p.m. EST time period.

TRENDEX RATING

7-11 p.m.

	<u>Rating</u>	<u>Election Share</u>
NBC-TV	-- 28.4	52
2nd Network	-- 18.4	33
3rd Network	-- 8.3	15

In New York City, also for the 7-11 p.m. time period, NBC-owned station WNBC-TV attracted an audience greater than the other two network outlets combined. According to Nielsen, WNBC-TV attracted 52 per cent of the election audience, compared to the second network station's 37 per cent and the third network station's 11 per cent. New York City Arbitron ratings showed WNBC-TV with 48 per cent of the election audience, compared to the second network outlet's 38 per cent and the third network outlet's 14 per cent.

NEW YORK CITY NIELSEN

7-11 p.m.

	<u>Rating</u>	<u>Election Share</u>
WNBC-TV	-- 28.8	52
2nd Network	-- 20.6	37
3rd Network	-- 6.5	11

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NBC-New York, 11/4/64

NBC TRADE NEWS

November 4, 1964

RECORD \$28,000,000 IN 1964 SALES ANNOUNCED FOR NBC-TV'S
"TODAY" AND "THE TONIGHT SHOW STARRING JOHNNY CARSON"

A record \$28,000,000 in 1964 sales for NBC-TV's "Today" show and "The Tonight Show Starring Johnny Carson" was announced today by Mike Weinblatt, Director, Participating Sales, NBC-TV.

The figure represents the greatest single billing year in the history of the two programs. ("Today" premiered Jan. 14, 1952 and "Tonight" Sept. 27, 1954.) Eighty-five different advertisers on both programs contributed to the total.

"The tremendous advertising response to both 'Today' and 'Tonight' is indicative of both the programs' audience popularity and the commercial attractiveness of the shows and their stars," said Mr. Weinblatt.

In addition to the unprecedented sales figure for "Today" and "Tonight," the audience for both programs also increased. The combined monthly unduplicated audience for the programs is up 18.5 per cent, based on latest A. C. Nielsen Co. figures.

Major combined "Today" and "Tonight" sponsors include Sunbeam Corp. (Perrin & Assocs. and Foote, Cone & Belding, Inc.), Hotpoint Div. of General Electric Co. (Compton Adv.), The Nestle Company Inc. (McCann-Erickson Inc.), Allen Products Co. Inc. for Alpo Dog Food (Weightman Inc.), and General Electric Co. (Maxon Inc. and Batten, Barton, Durstine & Osborn Inc.). Major advertisers on

(more)

2 - 'Today' and 'Tonight' Sales

"Tonight" include the Liggett & Myers Tobacco Co. Inc. (J. Walter Thompson), Anheuser-Busch Inc. for Budweiser Beer (D'Arcy Adv. Co.), and Block Drug Co. (Sullivan, Stauffer, Colwell & Bayles Inc.). On the "Today" show, major advertisers include R. J. Reynolds Tobacco Co. (Wm. Esty Co.), General Time Corp. (MacManus, John & Adams) and American Cyanamid Co. (Dancer-Fitzgerald-Sample).

"Today" starring Hugh Downs is seen Mondays through Fridays, 7-9 a.m. EST on NBC-TV. "The Tonight Show Starring Johnny Carson" is telecast in color Mondays through Fridays, 11:15 p.m. to 1 a.m. EST.

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NBC-New York, 11/4/64

NBC TRADE NEWS

November 4, 1964

'THE FASTEST DEAL IN THE EAST' REPORTED BY NBC FILMS

"NBC Films may not have the fastest gun in the West, but it has made the fastest deal in the East," according to William P. Breen, Vice President of Sales, NBC Films, a division of NBC Enterprises. NBC Films sold "Car 54, Where Are You?" and "Astro Boy" to WNYS-TV, Syracuse, N.Y., on Friday, Oct. 30, and they will appear on the air starting Monday, Nov. 2, in Syracuse.

"Car 54, Where Are You?" will be programmed daily by WNYS-TV at 6:30-7:30 p.m. EST, and "Astro Boy" will appear as a "split cliff-hanger" in WNYS-TV's daily children's show "Baron and his Buddies" (4-5:30 p.m. EST).

Syracuse bought 60 episodes of "Car 54." All 104 half hours of NBC Films' "Astro Boy" were sold to WNYS-TV including 52 new episodes.

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NBC TRADE NEWS

November 4, 1964

NBC INTERNATIONAL REPORTS UNPRECEDENTED SALES OF SERIES,
'PROFILES IN COURAGE,' IN EUROPE AND FAR EAST
BEFORE PREMIERE ON NBC-TV NETWORK

Unprecedented sales of NBC-TV's new drama series, "Profiles in Courage," have been made in Europe and the Far East by the International division of NBC Enterprises, it was announced today by George A. Graham Jr., Vice President in charge of NBC Enterprises. The series has been sold in these two areas even before its premiere on the NBC Television Network Sunday, Nov. 8 (6:30-7:30 p.m. EST) -- which is "most unusual," Mr. Graham said.

Ten European countries have already bought "Profiles in Courage." They are: Ireland, England, Germany, Italy, Sweden, Norway, Finland, Denmark, Switzerland and Austria. Six more European countries -- Holland, Belgium, Portugal, Yugoslavia, Czechoslovakia and Poland -- have expressed "very serious intentions to buy the series," Mr. Graham said. In the Far East, both Australia and the Philippines have purchased "Profiles in Courage," which is based on the late President John F. Kennedy's Pulitzer Prize-winning book.

Robert Saudek, president of Robert Saudek Associates, is serving as executive producer of the series.

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NBC NEWS ELECTION YEAR '64

November 4, 1964

NBC NEWS SCORED WITH A STRING OF 'FIRSTS' IN PROJECTING VICTORS OF THE 1964 ELECTIONS AND WINNING FAR GREATER TV AUDIENCE THAN ANY OTHER NETWORK; HOW NBC-TV AND RADIO SPED THE FULL STORY

NBC News compiled an impressive string of "firsts" in projecting winners in the 1964 elections last night (Tuesday, Nov. 3), while attracting a television audience far greater than that of any other network.

At 6:48 p.m. EST, NBC News was first to report the projection that President Johnson would win with 60 to 70 per cent of the popular vote, based on two per cent of the nation's precincts reporting.

At 8:47 p.m. EST, NBC News was first to report the projection that President Johnson would win with 438 to 513 electoral votes, based on returns from three per cent of the precincts.

The NBC News projections were determined by NBC's Electronic Vote Analysis, which utilizes RCA computers.

The coverage on NBC-TV, which included many exclusive segments by mobile units across the country and a large amount of analytical data explaining the voters' decisions, attracted 28 per cent more viewers than the second network and 223 per cent more viewers than the third network, according to National Arbitron ratings for the 7-11 p.m. time period.

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NBC-TV attracted 48 per cent of the election audience, compared with the second network's 37 per cent and the third network's 15 per cent, according to the National Arbitron ratings.

NBC News was first to report many projections in the Presidential race. Among them were:

At 7:47 p.m. EST, that President Johnson would carry Kansas, based on 26 per cent of the state's precincts reporting.

At 8:14 p.m. EST, that President Johnson would carry Massachusetts, based on one per cent of the state's precincts reporting.

At 8:23 p.m. EST, that President Johnson would carry Maine, based on 10 per cent of the state's precincts reporting.

At 9:06 p.m. EST, that President Johnson would carry New York, based on four per cent of the state's precincts reporting.

At 9:08 p.m. EST, that President Johnson would carry the District of Columbia, based on five per cent of the precincts reporting.

At 10:02 p.m. EST, that President Johnson would carry Iowa, based on two per cent of the state's precincts reporting.

At 11:12 p.m. EST, that President Johnson would carry Oregon, based on two per cent of the state's precincts reporting.

NBC News also was first to project many winners in Senate, House and gubernatorial contests. Among these projections were:

(more)

At 7:40 p.m. EST, that Democratic Senator Spessard Holland would be reelected in Florida, based on five per cent of the state's precincts reporting.

At 8:11 p.m. EST, that Democratic Senator Robert C. Byrd would be reelected in West Virginia, based on two per cent of the state's precincts reporting.

Also at 8:11 p.m. EST, that Democratic Senator Edward M. Kennedy would win the Massachusetts Senatorial race for a full term, based on one per cent of the state's precincts reporting.

At 8:15 p.m. EST, that Democrat Dan K. Moore would win the North Carolina gubernatorial race.

At 8:34 p.m. EST, that Democratic Governor John B. Connally of Texas would be reelected, based on one per cent of the state's precincts reporting.

At 8:36 p.m. EST, that Democrat Warren E. Hearnes would win the Missouri gubernatorial race, based on two per cent of the state's precincts reporting.

At 8:37 p.m. EST, that Democratic Senator Stuart Symington would be reelected in Missouri, based on two per cent of the state's precincts reporting.

At 9:04 p.m. EST, that Democrat Philip A. Hart would win the Senate race in Michigan.

At 9:14 p.m. EST, that 100 Democrats and 33 Republicans were projected winners in House races.

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At 9:17 p.m. EST, that Robert Kennedy would win the Senate race in New York.

At 10:04 p.m. EST, that Democratic Senator William W. Proxmire would be reelected in Wisconsin.

At 10:12 p.m. EST, that Republican Senator Roman L. Hruska would be reelected in Nebraska.

At 10:39 p.m. EST, that 19 Democrats and two Republicans would win in Senate races, that 182 Democrats and 55 Republicans would win in House races, and that 10 Democrats and no Republicans would win in gubernatorial races.

At 10:41 p.m. EST, that Democratic Senator Albert Gore would be reelected in Tennessee.

At 11:35 p.m. EST, that Democratic Senator Henry M. Jackson would be reelected in Washington, based on one per cent of the state's precincts.

NBC News was first on television, at 8:30 p.m. EST, to cover Republican National Chairman Dean Burch making his prediction that the GOP would sweep the South and the West. Burch spoke at the GOP National Committee Headquarters in the Sheraton-Park Hotel in Washington.

NBC-TV was the only television network to show President Johnson entering his car at the Austin (Tex.) Heliport for the drive to the Driscoll Hotel where he would later make a statement.

When the President arrived at the hotel, NBC News' Washington correspondent Nancy Dickerson was the first to greet him. The President told Mrs. Dickerson that he expected Senator Humphrey, his running mate, to arrive in Texas today (Nov. 4) about noon to attend a barbecue.

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The first projection that President Johnson would win with 60 to 70 per cent of the popular vote was reported at 6:48 p.m. EST on the "Huntley-Brinkley Report." NBC News' continuous election coverage began at 7 p.m. EST and ended at 4:07 a.m. EST.

Chet Huntley and David Brinkley, anchor men of the coverage, reported the Presidential race. John Chancellor reported analytical data provided by NBC's Electronic Vote Analysis, Frank McGee covered Senate and House races and Edwin Newman covered gubernatorial contests.

NBC News Radio provided its nation-wide audience with complete, comprehensive coverage of the elections, going on the air at 7 p.m. EST, and continuing until 3:30 a.m. EST, with results, projections and analyses.

An interview with former Postmaster General James A. Farley, at 12 midnight EST, was an exclusive NBC News highlight of the radio coverage, which had Russ Ward as anchor man and Morgan Beatty in charge of the vote analysis.

Robert McCormick handled the projections and Richard Harkness was assigned to the Senate, House and gubernatorial races.

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NBC-New York, 11/4/64



NBC NEWS ELECTION YEAR '64

November 4, 1964

HOW "TODAY" PRESENTED COMPREHENSIVE MORNING-AFTER SUMMARY OF THE NATION'S ELECTION STORY; MANY HEADLINE NAMES INTERVIEWED

NBC-TV's "Today" show this morning (Wednesday, Nov. 4) presented exclusive interviews with Vice President-Elect Hubert H. Humphrey and with victorious Senatorial candidates Hugh Scott of Pennsylvania and George Murphy of California during its special post-election wrap-up program (7-9 a.m. EST).

The entire telecast was devoted to a recap and analysis of last night's election results and to interviews with candidates in races of national interest and with the "man-in-the-street." Except for the remote and taped interviews, the program originated live from NBC News' Election Central in New York to present the up-to-the-minute election returns.

A third hour of special programming was scheduled by "Today" to provide viewers in the Central Time Zone with latest additional news and interviews in their regular 7-9 a.m. CST time period.

During this last hour in the Central Time Zone, "Today" presented a live interview with Senator Humphrey, by NBC News correspondent Ray Scherer, at a Minneapolis airport as Humphrey prepared to fly to Texas to see President Johnson.

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"Today" host Hugh Downs was in NBC's Election Central with Frank Blair, who reviewed the election results throughout the program.

Via tape, "Today" presented an interview between Senator Humphrey and Scherer made especially for "Today" at 4 a.m. Minneapolis time last night. In the interview Senator Humphrey said the big Democratic vote indicated the confidence people had in President Johnson's "competence" and "leadership ability" and was a "rejection of some of the negative attitudes that have been expressed" in the campaign. "People wanted a positive attitude in government and not a withdrawal," said Humphrey, and the Democratic sweep meant a "great deal" in terms of a mandate to carry on.

In other exclusive "Today" interviews, taped earlier, Senator Scott talked with NBC News correspondent Geoffrey Pond at Scott's Philadelphia headquarters, and Murphy talked with NBC News' Bill Brown at Murphy's Los Angeles' headquarters.

"Today" also presented last night's victory statements by President Johnson and Senator Humphrey and statements by California Senator Pierre Salinger, New York Senator Kenneth Keating and his successful opponent Robert Kennedy, and Governor George Romney of Michigan.

In other remotes (via tape) NBC News correspondent Robert MacNeil in Phoenix, Ariz., reported that Senator Goldwater would make a statement later today, while NBC News correspondent Roy Neal in Los Angeles evaluated the California election results.

In Election Central, NBC News correspondents John Chancellor and Elie Abel joined Downs to analyze the election results.

"Man-on-the-street" interviews were conducted by "Today's" Jack Lescoulie and Barbara Walters, who asked commuters their opinions of the election results outside New York's Grand Central Station, and by NBC Newsman John Palmer, who talked with Chicagoans.

-----o----- NBC-New York, 11/4/64

NBC RADIO NETWORK NEWS

November 4, 1964

MISS MARION STEPHENSON TO ADDRESS UNIVERSITY WORKSHOP ON 'CONFLICTING ROLES OF WOMEN IN MANAGEMENT'

Miss Marion Stephenson, Vice President, Administration, NBC Radio Network, will address Pennsylvania State University's Workshop for Women in Management Saturday, Nov. 7.

The topic for the symposium, to be held at University Park, is "The Conflicting Roles of Women in Management." Miss Stephenson will address the symposium on this subject and then participate in a question-and-answer period.

The overall purpose of the workshop is to explore with women executives such topics as modern management theories and practices, the executive as a leader; authority, autonomy and cooperation; motives for achievement, the art of delegation, decision-making and the communicative process; the development of personnel, and pressure groups and the problems of discrimination.

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November 5, 1964

FIRESTONE AND EASTMAN KODAK TO CO-SPONSOR

'BIG THREE GOLF' COLORCASTS ON NBC-TV

Champions Arnold Palmer, Jack Nicklaus and Gary Player will compete in weekly matches on "Big Three Golf," to be colorcast by the NBC-TV Network on eight consecutive Saturdays starting Jan. 30 (5 to 6 p.m. EST).

The filmed series will be co-sponsored by the Firestone Tire & Rubber Company (through Sweeney & James Company), and Eastman Kodak Company (through J. Walter Thompson Company).

Palmer, Nicklaus and Player will engage in a series of 18-hole, medal-play matches, with each gaining one point for every opponent he defeats and a half-point for a tie. The golfer garnering the most points at the end of the eight weeks will receive \$50,000, with the runner-up getting \$25,000 and the third-place finisher \$10,000.

The three golf stars have won many major titles. Among them are two U. S. Open championships (Palmer and Nicklaus), six Masters crowns (Palmer four times, Nicklaus and Player), two PGA titles (Player and Nicklaus) and three British Open championships (Palmer twice and Player).

All three competed in the first World Series of Golf in 1962, Palmer and Nicklaus played in the second in 1963 and Palmer again in 1964.

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2 - 'Big Three Golf'

Host and commentator for "Big Three Golf" will be another outstanding golfer, Bob Rosburg. He won the PGA title and was U. S. Open runner-up in 1959.

The first four matches in the eight-week series have been filmed at Firestone Country Club in Akron, Ohio.

"Big Three Golf" is produced by Universal City Studios, with Frank Baur as director.

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NBC-New York, 11/5/64

NBC TRADE NEWS

November 5, 1964

GENERAL ELECTRIC TO SPONSOR NEW ANIMATED TV COLOR ADAPTATION OF 'THE STORY OF RUDOLPH, THE RED-NOSED REINDEER'

"The Story of Rudolph, the Red-Nosed Reindeer," a fully animated color-filmed musical Christmas fantasy, will be presented as a special holiday feature by General Electric on NBC-TV Sunday, Dec. 6 (5:30-6:30 p.m. EST). The advertising agency for General Electric is Maxon Inc.

Burl Ives is the off-camera voice of an animated snowman who sings and tells the tale of the little shiny-beaked buck which was barred from Santa's sleigh team until a blizzard threatened to cancel Christmas.

The special program will pre-empt two NBC-TV half-hour color series -- "G-E College Bowl" (5:30-6 p.m. EST) and "Meet the Press" (6-6:30 p.m. EST).

This completely new TV adaptation of Robert L. May's 25-year-old story of "Rudolph, the Red-Nosed Reindeer" was written by Romeo Muller. It will feature seven new Christmas tunes composed especially for the colorcast by Johnny Marks, writer of the show's theme and title tune. It has become one of America's favorite Yuletide story-songs, and has sold over 40,000,000 recordings since its origination 15 years ago.

The story of the Christmas reindeer whose nose glowed through the murkiest fog is enacted by puppets "brought alive" in the special

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"Animagic" (dimensional animation) technique created by its producers, Arthur Rankin Jr. and Jules Bass of Videocraft International. They also produced the first G-E Fantasy Special, "Return to Oz," last season.

Others besides Ives who supply off-camera voices for "The Story of Rudolph, the Red-Nosed Reindeer," include Larry Mann, Billie Richards and Paul Soles. Larry Roemer directed the program, for which Maury Laws did the orchestration.

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NBC-New York, 11/5/64

November 5, 1964

NBC INTERNATIONAL STILL RECEIVING PRAISE FROM LATIN AMERICA
FOR TELEVISION COVERAGE OF THE SUMMER OLYMPICS IN TOKYO

Praise from Latin America for Tokyo Summer Olympics TV coverage is still being received by Joseph M. Klein, President, NBC International.

The laudatory comments have been sent by Telesistema in Mexico; Radio Caracas in Venezuela; Channel 7 in Buenos Aires, Argentina; the National Television Service in Colombia; and TV Record, Channel 7 in Brazil.

TV Record stated that the Olympics package is the best sports coverage ever received in Brazil, and Argentina reported a 24 rating as compared to the average 8 rating in the same time period, Mr. Klein said.

"NBC International's coverage of the Olympics is the most ambitious coverage of its kind ever produced," Mr. Klein said. Six to eight hours of events were edited to one hour including Spanish and Portuguese sound tracks everyday. This whole project was accomplished by a staff of 11: two producers, two editors, one sound engineer, and six commentators.

On this staff were television experts from Telesistema in Mexico and TV Record in Brazil headed by Fernando Diaz Borroso (Mexico) and Ernesto de Oliveira (Brazil). The procedure, after the first day's opening ceremonies, was to study the daily events and select programming of major interest to Latin America.

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The broadcasting facilities provided by NHK, the Japanese television network, to the NBC International staff were of superior quality, according to Mr. Klein. Through the use of a new type of directional microphone, the commentators were able to use one monitor and sit next to one another without the numerous languages causing interference.

The Mexican broadcasting team felt that being in Japan and having the experience of producing the Latin programming and observing NHK covering the Olympics will stand them in good stead in 1968 when the Olympic Games will be held in Mexico City.

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NBC-New York, 11/5/64

BILL DANA RECEIVING TWO SALUTES FROM HOTEL INDUSTRY

Bill Dana, whose creation of Jose Jimenez has made him a favorite in the hotel business, will receive honors from two segments of the industry at two separate events Nov. 8 and 9.

The star of NBC-TV's "The Bill Dana Show" will be named honorary "Bell Captain of the Year" at the First Annual National Convention of Bell Captains at the Sahara Hotel in Las Vegas on Nov. 8 and then on Nov. 9, Dana makes a quick trip to New York where he will receive a plaque in ceremonies at the National Hotel and Motel Exposition being held at the Coliseum.

Dana will also appear on NBC's "Tonight Show Starring Johnny Carson" colorcast Monday, Nov. 9 during his brief visit to New York.

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NBC-New York, 11/5/64

REVISED CREDITS FOR 'PROFILES IN COURAGE' ON NBC-TV NETWORK

Title: "Profiles in Courage"

Time: NBC-TV Network Sundays (6:30-7:30 p.m. EST) starting Nov. 8

Format: Full-hour dramas based on President John F. Kennedy's Pulitzer prize-winning book, "Profiles in Courage," supplemented by biographies of other Americans who displayed unusual personal courage.

Premiere Program: "Oscar W. Underwood."

Principals (Premiere): Sidney Blackmer as U.S. Senator Underwood, Victor Jory as Charles Carlin, Berkeley Harris and Garry Walberg as Georgia delegates and Tol Avery as William Jennings Bryant.

Director (Premiere): Lamont Johnson

Writer (Premiere): David Karp

Sets (Premiere): Richard Haman

Executive Producer: Robert Saudek

Producer: Gordon Oliver

Editor of Scripts: Mary V. Ahern

Associate Producer: Michael Ritchie

Music: Nelson Riddle

Business Manager: Richard Thomas

Main Title Designer: Saul Bass Associates

Historian: Allan Nevins

For the Estate of
John F. Kennedy: Theodore C. Sorensen

Sponsor (and Agency): Aluminium Limited (Alcan). (J. Walter Thompson Co.)

Filmed at: Desilu Studios, Culver City, Calif.

NBC Press Representatives: Rolf Gompertz, Burbank; Al Cammann, New York.

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NBC-New York, 11/5/64

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 5, 1964

"VIETNAM: IT'S A MAD WAR" WILL BE NBC NEWS

COLOR SPECIAL PRODUCED BY TED YATES

"Vietnam: It's a Mad War," an in-depth probe of what perhaps is the gravest problem now facing the United States, will be presented by NBC News in a full-hour colorcast Tuesday, Dec. 1 (10-11 p.m. EST), William R. McAndrew, Executive Vice President in charge of NBC News, announced. NBC News correspondent Chet Huntley will be the narrator.

Ted Yates, award-winning producer of the "David Brinkley Journal" specials, and his three-man crew spent two months in South Vietnam filming events and talking to Americans and South Vietnamese in the conflict.

Yates has gone behind the headlines of victory and defeat, military coup and popular demonstration, to compose a record not just of "the people," but of many of the individuals who now live and fight in South Vietnam.

Once again the American soldier is fighting in a foreign land, far from home and often forgotten except by his family. Yates tells who he is, the towns and cities he comes from, how he is living now, his mission, the weapons he has to fight with, and, most important, what he thinks about all of it.

Again, with the South Vietnamese, Yates's cameras have recorded the individuals there -- farming and fighting, living and dying. He has captured the many facets of South Vietnam -- the cosmopolitan and largely
(more)

placid Saigonese, who live in the capital and seldom identify with the war raging in the countryside; the peasant rice farmer, harried for food by the Vietcong and by the government for giving it to them. The farmer has been promised a better life by both sides but, as the program will show, he now feels more like he has been caught in the middle.

The war in South Vietnam has been waged for the past 10 years. American involvement has been growing steadily larger for the past three years until we now are spending more than a million dollars a day there.

To tell about this involvement in terms of people, Yates has taken his camera to the battlegrounds of South Vietnam, to the swamps, the rice paddies, the mountains. They covered air strikes and ground action. The cameras became the eyes of a soldier in the war, seeing what he was seeing as it was happening.

Yates has recorded American sons, husbands, brothers and fathers fighting in South Vietnam and talking about that fighting, and helping the Vietnamese, treating their wounded and treating their own wounded.

Americans also are dying there.

"South Vietnam: "It's a Mad War," tells how, when and where -- and tries to tell why.

-----NBC-TV PROGRAM HIGHLIGHT DEC. 1-----

"Vietnam: It's a Mad War" -- NBC News presents a special hour of penetrating study of the U. S. A.'s military commitment to South Vietnam. (Color.)

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NBC-New York, 11/5/64

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For December, 1964 (EST)

MONDAYS THROUGH FRIDAYS

10:30-10:55 a.m. -- "What's This Song?"
11:30 a.m.-12 noon -- "Jeopardy."
12 noon-12:30 p.m. -- "Say When."
12:30-12:55 p.m.-- "Truth or Consequences" (except Dec. 25).
1:30-1:55 p.m.-- "Let's Make a Deal."
3:30-4 p.m. -- "You Don't Say!"
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson" (Except Dec. 24).

TUESDAY, DEC. 1

9:30-10 p.m. -- "That Was the Week That Was."
10-11 p.m. -- "Vietnam: It's a Mad War."

WEDNESDAY, DEC. 2

7:30-9 p.m. -- "The Virginian."

THURSDAY, DEC. 3

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "Kraft Suspense Theatre."

FRIDAY, DEC. 4

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."
10-11 p.m. -- "The Jack Paar Program."

SATURDAY, DEC. 5

9:30-10 a.m. -- "The Hector Heathcote Show."
10-10:30 a.m. -- "Underdog."
12 noon-1 p.m. -- "Exploring."
2-2:30 p.m. -- "NBC Sports Special."
2:45 p.m. -- "NCAA College Football."
7:30-8 p.m. -- "Flipper."
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo."
9 p.m.-to conclusion -- "Saturday Night at the Movies."

(more)

2 - NBC-TV December Color Schedule

SUNDAY, DEC. 6

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom."
5:30-6:30 p.m. -- "G-E Fantasy Hour" presents "The Story of Rudolph the Red-Nosed Reindeer."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

MONDAY, DEC. 7

9-10 p.m. -- "The Andy Williams Show."

TUESDAY, DEC. 8

9:30-10 p.m. -- "That Was the Week That Was."
9-10 p.m. -- "Bell Telephone Hour."

WEDNESDAY, DEC. 9

7:30-9 p.m. -- "The Virginian."
9-11 p.m. -- "Wednesday Night at the Movies."

THURSDAY, DEC. 10

8:30-9:30 p.m. -- "Danny Thomas Special."
9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "Kraft Suspense Theatre."

FRIDAY, DEC. 11

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."
10-11 p.m. -- "The Jack Paar Program."

SATURDAY, DEC. 12

9:30-10 a.m. -- "The Hector Heathcote Show."
10-10:30 a.m. -- "Underdog."
12 noon-1 p.m. -- "Exploring."
3:30-4 p.m. -- "NBC Sports Special."
7:30-8 p.m. -- "Flipper."
8 p.m.-to conclusion -- "Saturday Night at the Movies" (NOTE: Tonight's film, "War and Peace," starts at 8 p.m. and continues to approximately 11 p.m.)

SUNDAY, DEC. 13

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom."
5:30-6 p.m. -- "G-E College Bowl."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

MONDAY, DEC. 14

9-10 p.m. -- "The Jonathan Winters Show."

TUESDAY, DEC. 15

9:30-10 p.m. -- "That Was the Week That Was."
(more)

3 - NBC-TV December Colorcast Schedule

WEDNESDAY, DEC. 16

7:30-9 p.m. -- "The Virginian."

THURSDAY, DEC. 17

9:30-10 p.m. -- "Hazel."

FRIDAY, DEC. 18

7:30-8:30 p.m. -- "Mr. Magoo's Christmas Carol." (Repeat)
10-11 p.m. -- "The Jack Paar Program."

SATURDAY, DEC. 19

9:30-10 a.m. -- "The Hector Heathcote Show."
10-10:30 a.m. -- "Underdog."
12 noon-1 p.m. -- "Exploring."
7:30-8 p.m. -- "Flipper."
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo."
9 p.m.-to conclusion -- "Saturday Night at the Movies."

SUNDAY, DEC. 20

4-5 p.m. -- "Through Children's Eyes," a special entertainment-
education program for children.
5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom."
5:30-6 p.m. -- "G-E College Bowl."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

MONDAY, DEC. 21

7:30-8:30 p.m. -- "The Story of Christmas." (Repeat)
8:30-9 p.m. -- "The Coming of Christ." (Repeat)
9-10 p.m. -- "The Andy Williams Show."

TUESDAY, DEC. 22

9:30-10 p.m. -- "That Was the Week That Was."
10-11 p.m. -- "Bell Telephone Hour."

WEDNESDAY, DEC. 23

7:30-9 p.m. -- "The Virginian."
9-11 p.m. -- "Wednesday Night at the Movies."

THURSDAY, DEC. 24

9:30-10 p.m. -- "Hazel."
10-11 p.m.-- "Kraft Suspense Theatre."

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4 - NBC-TV December Colorcast Schedule

FRIDAY, DEC. 25

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre."
10-11 p.m. -- "The Jack Paar Program."

SATURDAY, DEC. 26

9:30-10 a.m. -- "The Hector Heathcote Show."
10-10:30 a.m. -- "Underdog."
12 noon-1 p.m. -- "Exploring."
7:30-8 p.m. -- "Flipper."
8-8:30 p.m. -- "The Famous Adventures of Mr. Magoo."

SUNDAY, DEC. 27

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom."
5:30-6 p.m. -- "G-E College Bowl."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

MONDAY, DEC. 28

9-10 p.m. -- "The Andy Williams Show."

TUESDAY, DEC. 29

9:30-10 p.m. -- "That Was the Week That Was."
10-11 p.m. -- "Projection '65," an NBC News special.

WEDNESDAY, DEC. 30

7:30-9 p.m. -- "The Virginian."
9-11 p.m. -- "Wednesday Night at the Movies."

THURSDAY, DEC. 31

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "Kraft Suspense Theatre."

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NBC-New York, 11/5/64

November 6, 1964

The following memorandum was sent today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, and Robert E. Kintner, President, NBC, to William R. McAndrew, Executive Vice President in charge of NBC News:

We want to compliment you and your associates on the excellent job that was done by NBC News on Election Night. The fact that we had a much larger audience than any other network -- in fact, in one rating service we had more viewers than the other two networks combined -- reinforced our personal belief, having watched all of the programs, that NBC News proved itself again as the most efficient, professional and meaningful news organization.

We would like to express our thanks to you, and, through you, to all who were involved in this massive undertaking. You did, in our judgment, a first-rate job and nobody can ask for anything more.

Robert W. Sarnoff

Robert E. Kintner

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NBC TRADE NEWS

FIRST ESTIMATES BY NBC OF THE NUMBER OF U.S.
HOMES WITH COLOR TV SETS WILL BE RELEASED,
ON QUARTERLY BASIS, BEGINNING IN JANUARY

FOR RELEASE MONDAY, NOV. 9

The first estimates by the National Broadcasting Company of the number of U. S. homes with color television sets will be released by NBC, on a quarterly basis, beginning January, 1965.

Hugh M. Beville Jr., Vice President, Planning, NBC made the announcement, and stated these estimates would be developed in order to supply broadcasters, advertisers, advertising agencies, rating organizations and other interested parties with authoritative and uniform figures on national color set growth. Mr. Beville pointed out there was a variety of contradictory estimates emanating from various sources. As a result it has been difficult for the industry, the press and the public to appreciate the true growth of the color television medium.

Among the problems related to developing a proper estimate of color television homes is the fact that some figures released related only to tube production, others to set production, while still others report set sales to retailers. However, there is presently no widely accepted source of data regarding the number of homes with a color set in use and this is the gap the NBC data will fill.

Mr. Beville stated the NBC estimates would take into account such factors as factory rejects of both tubes and sets; factory, distributor and retail inventories, and scrappage of old model color sets. A variety of research and statistical sources is being used by NBC in developing its reliable estimates of color set homes.

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NBC RADIO REPORTS NEW SALES RECORDS IN THREE-MONTH PERIOD
WITH \$6,519,000 IN NEW AND RENEWAL BUSINESS

FOR RELEASE MONDAY, NOV. 9

New sales records for the three-month period July 18 through Oct. 21 were recorded by the NBC Radio Network, it was announced today by Robert G. Baal, Director, Sales, NBC Radio Network.

"NBC Radio sold \$6,519,000 in new and renewal business during this period," said Baal. "This constitutes an increase of 22 percent over the same period in 1963 and marks the continuance of a sales trend that began in April."

The clients (and their respective agencies) who account for the \$6,519,000 total are: Miller Brewing Company (through Mathisson & Associates Inc.); Citizens for Goldwater (through Don Kemper Company); Liggett & Myers (through J. Walter Thompson Company); Standard Brands (through J. Walter Thompson Company); The Republican Campaign Committee (through Erwin Wasey, Ruthrauff & Ryan Inc.); The I.L.G.W.U. Campaign Committee (through Furman, Feiner & Company Inc.); Time Inc. (through Young & Rubicam Inc.); and Retail Clerks' International Association (through Robert M. Gamble Jr. Inc.).

Also, North American Van Lines (through E. H. Russell McCloskey & Company); Chrysler Corporation (through Young & Rubicam Inc.); Wm. Wrigley (through Arthur Meyerhoff Associates, Inc.); Jaymar-Ruby Inc. (through Harris-Breitner Advertising Corporation).

(more)

General Mills Inc. (through Dancer-Fitzgerald-Sample Inc.); Pillsbury Company (through Campbell-Mithun Inc.); Kohler Company (through Clinton E. Frank Inc.); Sylvania (through Kudner Agency Inc.); International Minerals & Chemical Corp. (through Needham, Louis & Brorby Inc.); Wynn Oil Company (through Erwin Wasey, Ruthrauff & Ryan Inc.); Westclox (through MacManus, John & Adams Inc.); and Campbell Soup Company (through Batten, Barton, Durstine & Osborn Inc.).

And Banker's Life Insurance Company (through MacFarland Aveyard & Company); Florists' Telegraph Delivery Association (through Campbell-Ewald Company); The Pet Milk Company (through Gardner Advertising Company); Pepsi-Cola (through Batten, Barton, Durstine & Osborn Inc.); Rexall (through Batten, Barton, Durstine & Osborn Inc.); and Bromo Quinine (through Gardner Advertising Co.).

The renewals are: Lutheran Hour (through Gotham-Vladimir Advertising Inc.); Chevrolet (through Campbell-Ewald Company); and No Doz (through Gardner Advertising Company).

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NBC-New York, 11/6/64

NBC TRADE NEWS

November 6, 1964

DU PONT BUYS SPONSORSHIP IN FOUR NBC-TV PRIME TIME PROGRAMS FOR 1964-65

The E. I. Du Pont de Nemours and Co. Inc. has purchased sponsorship in four prime-time programs for 1964-65, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Alfred Hitchcock Hour," "The Jack Paar Program," "The Virginian" and "Saturday Night at the Movies."

The Du Pont order was placed through N. W. Ayer & Son.

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NBC TRADE NEWS

November 6, 1964

WSEB, SEBRING, FLA., BECOMES AN AFFILIATE OF NBC RADIO NETWORK

WSEB, Sebring, Fla., has become affiliated with the NBC Radio Network, it was announced today by Tom Knode, Vice President, Station Relations, National Broadcasting Company. The affiliation became effective Nov. 3.

WSEB is owned and operated by Dixon Industries Inc. Mr. H. Philip Nesbitt is President.

The station operates full time on 1340 kilocycles with power of 250 watts.

The new affiliation will bring NBC service to Highlands County, Fla., where previously no such service was available.

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RICHARD CHAMBERLAIN, TITLE STAR OF 'DR. KILDARE,'
TO ADDRESS CAREERS IN REHABILITATION CONFERENCE

Richard Chamberlain, title star of NBC-TV's "Dr. Kildare" series, will champion the cause of crippled children in real life when he appears at the first national Careers in Rehabilitation Conference. Chamberlain will address 3,000 high school students in a trail-blazing conference-demonstration that will initiate a nation-wide series of similar events designed to interest young people in entering the rehabilitation professions. Some 1,500 professionals also will attend the conference at the Civic Center in Detroit on Nov. 15.

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NEC-New York, 11/6/64

NBC AFFILIATE PROMOTION MANAGERS IN FARGO, N.D., AND TAMPA, FLA.,
NAMED TO AFFILIATES PROMOTION COMMITTEE; NOV. 14 INDUCTIONS SET

- - -
Roy Pedersen, Doug Duperrault on Ad-Press-Promotion Board

Roy Pedersen, Promotion Manager of WDAY-TV, Fargo, N. D., and Doug Duperrault, Promotion Manager of WFLA-TV Tampa, Fla., have been appointed to NBC's Affiliates Promotion Committee, it was announced today by Committee Chairman Caley Augustine, Director of Public Relations and Promotion at WIIC, Pittsburgh.

The next meeting of the Affiliates Promotion Committee is scheduled in Chicago on Nov. 14 during the annual Broadcasters' Promotion Association convention.

The seven-member Affiliates Promotion Committee, now in its second year of operation, meets periodically with executives of the NBC Television Network's Advertising, Press and Promotion Departments to review plans in these areas.

Mr. Pedersen has been with the Fargo affiliate for the past 26 years -- his total working career. During his undergraduate days at North Dakota State University he joined WDAY as a part-time radio announcer. Following graduation he became a full-time employee of the station as a combination advertising-copywriter-promotion manager. He saw service during World War II as a second lieutenant in the 143rd Armored Signal Company, fought in five European campaigns and was honorably discharged with the rank of captain. Upon his return to Fargo he rejoined WDAY as the sole member of the Promotion Department. He has been active in civic and community affairs and among his many awards was Fargo's "Advertising Man of the Year," presented in 1962.

(more)

2 - Affiliates Promotion Committee

He is active in BPA, having served as a member of the original Board of Directors.

Mr. Duperrault has been with the NBC affiliates in Tampa for the past five years prior to which he served in a similar capacity at stations in Shreveport, La., and El Dorado, Ark. He, too, is active in civic and community affairs in the Tampa area serving on various committees of the Babe Zaharias Cancer Society, the Tampa Chamber of Commerce, the Carrollwood Civic Association and the Carrollwood PTA and the Tampa Civil Defense. He, also, is a former member of the Board of Directors of BPA. He has won several awards and other honors in his field of public relations and his hobbies include golf, bowling and chess.

In addition to the two new members and Mr. Augustine, other APC members -- all promotion managers -- are Dick Paul, WAVY-TV, Norfolk, Va.; Kirt Harriss, KPRC-TV, Houston, Tex.; and A. Richard Robertson, KRON-TV, San Francisco, Calif.

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NBC-New York, 11/9/64

NBC TRADE NEWS

November 9, 1964

R.J. REYNOLDS BUYS SPONSORSHIP IN 'THE VIRGINIAN'

R. J. Reynolds Tobacco Co. has purchased weekly sponsorship in "The Virginian" in the first quarter of 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The R. J. Reynolds order was placed through William Esty Co.

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NBC TRADE NEWS

November 9, 1964

GILLETTE RENEWS SPONSORSHIP IN 'WEDNESDAY NIGHT AT MOVIES'

The Gillette Co. has renewed its sponsorship in "Wednesday Night at the Movies" on NBC-TV through the Summer of 1965, it was announced today by Don Durgin, Vice President, NBC Television Network Sales. The new Gillette contract takes effect in July.

The Gillette order was placed through Maxon Inc.

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November 9, 1964

NBC STARTING ITS 39TH YEAR

Sunday, Nov. 15, will mark the 38th anniversary of the first NBC Radio Network program.

The inaugural broadcast in 1926 originated at New York City's old Waldorf-Astoria Hotel -- with some distant remotes -- and included an array of top stars of stage, concert and music hall over a network of 25 stations -- 21 of them charter affiliates, four especially added.

Another National Broadcasting Company anniversary will be reached Wednesday, Nov. 11. On that date -- in 1933 -- NBC officially opened its Radio City studios in the RCA Building of Rockefeller Center in New York.

November 9, 1964

U.S. SENATE MAJORITY AND MINORITY LEADERS ARE HOSTS AT RECEPTION
DINNER AND SPECIAL SCREENING OF DRAMA IN NBC-TV'S
"PROFILES IN COURAGE" SERIES

WASHINGTON -- The majority and minority leaders of the U. S. Senate were hosts Friday night, Nov. 6, at a reception, dinner and special screening of a drama, "Thomas Hart Benton," in the NBC-TV series, "Profiles in Courage."

The formal reception and dinner were held in the Senate reception room in the Capitol. The screening was in the Auditorium of the New Senate Office Building.

Fifteen Senators and their wives accepted the Senate leaders' invitation. Among those attending were Senators Birch Bayh (D.-Ind.), Daniel B. Brewster (D.-Md.), John Sherman Cooper (R.-Ky.), Thomas H. Kuchel (R.-Cal.), James B. Pearson (R.-Kan.), Vance Hartke (D.-Ind.), Wayne Morse (D.-Ore.), and Stephen Young (D.-Ohio). Majority Leader Mike Mansfield (D.-Mont.) greeted the guests.

Members of the Kennedy family and the late President's associates present included: Mrs. Robert Kennedy, Mrs. Hugh D. Auchincloss, Dave Powers, Kenneth O'Donnell, Lawrence O'Brien, Myer Feldman and Sargent Shriver.

Also attending were Chief Justice Earl Warren and Associate Justices Hugo L. Black, Arthur J. Goldberg and William J. Brennan.

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"Profiles in Courage," based on the Pulitzer Prize-winning book by the late President John F. Kennedy, is a series of one-hour dramatic programs, which premiered on NBC-TV Sunday, Nov. 8 (6:30-7:30 p.m. EST). The television series is produced by Robert Saudek Associates. Aluminium Limited (Alcan) is the sponsor. Mr. Saudek and Nathanael V. Davis, President of Aluminium Ltd., attended the Senate function. Peter B. Kenney, Vice President, Washington, National Broadcasting Company, represented NBC.

"Profiles in Courage" was selected by the Senate for screening because many of the programs tell of the moral courage of former Senators. The Old Senate Chamber was reconstructed in California for the series. In the Robert A. Taft story, the current Senate subway is seen (with actor Lee Tracy, who plays Taft, riding with Senator Everett Dirksen). Memorable Senate debates and speeches are presented with great attention to factual detail.

At the dinner and screening were actors starring in the series -- Brian Keith (who plays Senator Thomas Hart Benton), Sidney Blackmer (portraying Senator Oscar W. Underwood), Claudia McNeil and Robert Hooks (who star in the episode about Frederick Douglass, a worker for abolition who risked his freedom and effectiveness by revealing himself to be a fugitive slave);.

The Library of Congress arranged a historical exhibit at the Auditorium, featuring memorabilia of the Old Senate shown in "Profiles in Courage," including pictures of the Senate heroes of the dramas.

Twenty-six episodes of "Profiles in Courage" will be presented in the NBC-TV series. President Kennedy himself stipulated 26 television

(more)

"Profiles," to make the TV series larger than his book so that it could cover more fields of endeavor than politics. The late President's aide, Theodore Sorensen, trustee of the Kennedy estate, passes on all finished scripts, which must conform to the precise Kennedy definition of a "Profile in Courage." Additionally, specialists guided by Allan Nevins, professor emeritus of American history at Columbia University, did historical research on each script. A final check for historical accuracy is made by de Forest Research, which examines each script, anticipates pronunciation problems and supplies almost infinite detail.

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NBC-9/11/64

NBC TELEVISION NETWORK NEWS

November 9, 1964

BOB HOPE'S CHRYSLER COMEDY SPECIAL OF FRIDAY, NOV. 20
TO PRESENT DONALD O'CONNOR, RICHARD CHAMBERLAIN,
STELLA STEVENS AND OTHER HEADLINERS

Donald O'Connor as a nervous knife-thrower, Richard Chamberlain as a Nipponese gunslinger and Stella Stevens as the "Sweetheart of the Stratosphere" will be spotlighted in sketches and songs on "Chrysler Presents a Bob Hope Comedy Special" Friday, Nov. 20 (NBC-TV, 8:30 to 9:30 p.m. EST, in black and white).

Annette Funicello and Trini Lopez also will share center stage with Hope in his second variety hour of the season. Les Brown and his Band of Renown share the hour's spotlight.

The program will open with Hope's humorous observations on the passing scene both at home and abroad.

In the sketch "Wingo and Targo," a knife-throwing act begins to split when sure-shot O'Connor discovers his shapely assistant (Pat Priest) prefers the attentions of human target Hope.

In "Bonzai Earp," a retired Japanese gunfighter (Hope) is challenged by young Billy Kamikazi (Chamberlain) and the scene becomes "high noon"--in a teahouse. (Chamberlain is the title star of NBC-TV's "Dr. Kildare" series.)

Lopez, fast-rising recording and night club performer, sings "Jezebel" and later is joined by Hope for a duet of "Hello Dolly," in Spanish.

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In the "Show Biz Airlines" sketch, a hammy flight captain, Buzz Blunder (Hope), and shapely hostess Stella Stunning (Miss Stevens) are the stars of in-flight entertainment's newest gimmick, a jetstream floor show.

Miss Funicello will sing and dance in a production number called "The Clyde." O'Connor returns for a dance production about a politician named Fifenknish.

Jack Shea is director, Mort Lachman is associate producer and Sil Caranchini is assistant to executive producer Bob Hope. Choreography is by Louis Dapron.

"Chrysler Presents a Bob Hope Comedy Special" is written by Mort Lachman and Bill Larkin, John Rapp and Lester White; Charles Lee; and special material by Gig Henry. Norman Sullivan is writing consultant. Sponsor is Chrysler Corporation through the Young and Rubicam advertising agency.

NBC-TV PROGRAM HIGHLIGHT NOV. 20

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL -- Bob's guest lineup for his second variety revue of the season includes Donald O'Connor, Richard Chamberlain, Annette Funicello, Stella Stevens, Trini Lopez and Les Brown and his Band of Renown.

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NBC-New York, 11/9/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 9, 1964

MUSIC BY PULITZER PRIZE-WINNER NORMAN DELLO JOIO SHOULD MAKE 'THE LOUVRE' A TREAT TO THE EAR AS WELL AS A FEAST TO THE EYE, SAYS LUCY JARVIS, PRODUCER OF THE COLORCAST

NBC News' color special, "The Louvre," according to Lucy Jarvis, its producer, promises to be not only a feast for the aesthetic eye, but a treat for the discerning ear. Mrs. Jarvis, known to her associates as a perfectionist who sparingly doles out superlatives, attributes the musical quality that will enhance her newest production to Norman Dello Joio, the Pulitzer Prize-winning composer.

Dello Joio composed, transcribed and conducted the music for "The Louvre," to be colorcast Tuesday, Nov. 17, 10-11 p.m. EST.

Selecting each specialist for her production with meticulous care, Mrs. Jarvis consulted the experts before choosing Dello Joio to provide the musical background. Among those she approached was William Schuman, noted composer and President of the Lincoln Center in New York. Schuman named several likely candidates, but when he mentioned Dello Joio the contest, as far as Mrs. Jarvis was concerned, was resolved.

Many factors beyond Dello Joio's stature in the musical world dictated this decision. One happy coincidence was the fact that the composer's opera, "The Trial at Rouen," was presented by the NBC Television Opera Theatre in 1956. Dello Joio wrote both the music and the libretto, winning the praise of critics.

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Eight years before that, while teaching at Sarah Lawrence College, he was asked to compose a piece about Joan of Arc suitable for a production involving the departments of theatre, dance and music. In response, Dello Joio wrote "The Triumph of St. Joan." Following this, he wrote a symphony using some of the themes from his early opera.

For Mrs. Jarvis, Norman Dello Joio represented a rare combination of talents and special interests. A composer of vitality and imagination, he also brought to the "Louvre" production staff an affinity for French culture and history. His credentials were perfect.

Still, Mrs. Jarvis recalls, Dello Joio did not rely on his accumulated knowledge when he sat down to the task of writing the music for the NBC-TV special. He studied the script avidly, carefully reviewed the significant periods in French history relevant to the program, and renewed his acquaintance with the personalities in the past who played key roles in the growth of the great French museum. Much of the mood and style of his music was grounded in his ability to absorb the feeling of the priceless paintings in the Louvre.

The Dello Joio music to be heard on the program is edited and selected from the whole cloth of his Louvre composition. The music in its entirety will be recorded as a symphonic suite now being prepared for presentation in album form.

Dello Joio, today a much honored American contemporary composer, is a pianist and organist. He began his professional career when he was 12 years old. He has appeared as solo pianist with the New York Philharmonic and Cleveland Orchestras. He has many published works, including compositions for orchestra, piano, chamber groups, ballet and chorus. He won the Pulitzer Prize for Music in 1957.

(more)

He also has been the recipient of two Guggenheim Fellowships, a grant from the Academy of Arts and Letters, and honorary degrees from various colleges. In 1961 he was selected to membership in the National Institute of Arts and Letters.

It is characteristic of this thoughtful creator of fine music that when the time came to record his compositions for "The Louvre," he chose as the place to do it not a recording studio, but a chapel, where the majesty of such music could most appropriately match the world's greatest art.

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NBC-New York, 11/9/64

NBC TELEVISION NETWORK NEWS

November 9, 1964

PRODUCER LOU HAZAM, NOTED FOR IMAGINATIVE CAMERA WORK IN NBC NEWS SPECIALS, TO USE INFRA-RED FILM FOR DRAMATIC PURPOSE IN TELECAST, 'JOHN F. KENNEDY REMEMBERED'

Lou Hazam has won high praise for ability to convey volumes through imaginative camera work in the many specials he has produced (and written) for NBC News. In his forthcoming "John F. Kennedy Remembered," marking the first anniversary of the assassination, Hazam will utilize infra-red film to an extent to which it has never before been used in TV. He has a dramatic purpose in mind.

The full-hour program, to be telecast Sunday, Nov. 22 (6:30 to 7:30 p.m. EST), will return along the route by which President Kennedy's body was brought to Arlington National Cemetery from the Capitol. Chet Huntley, David Brinkley and other NBC News correspondents stationed along the route will recall, through their own words and the introduction of historic news film, the high points of Kennedy's brief White House years.

"As the cameras move along the route, we shoot in infra-red," Hazam explains. "It turns the sky black, the leaves on the trees white. We get a 'broody' look. Also, we shoot with wide-angle lens, so the building themselves seem somewhat distorted. As a result, the news-film, when we come to it intermittently, occupies a prominent position. It has a live immediacy that the infra-red film does not have."

(more)

Tom Priestley is director of the program, and LeRoy Anderson is the photographer.

Past Hazam productions that have been especially acclaimed for their imaginative camera work was "Vincent Van Gogh: A Self-Portrait," "Way of the Cross," "American Spectacle," "Shakespeare: Soul of an Age" and "Greece: The Golden Age." In the latter program, Hazam suggested the Battle of Marathon by focusing on a field of wheat and poppies in a high wind. The wheat represented the Greeks, the poppies were the Persians. As the wind agitated wheat and poppies, the off-camera narrator related Herodotus's account of the battle.

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NBC-New York, 11/9/64



November 9, 1964

SAMMY DAVIS JR. TO SUB FOR JOHNNY CARSON
AS 'TONIGHT' HOST OF MONDAY, NOV. 23

Sammy Davis Jr. will be the host for "The Tonight Show Starring Johnny Carson" for one night, Monday, Nov. 23 (NBC colorcasts, 11:15 p.m.-1 a.m. EST).

In order to enable the versatile musical comedy, television and motion picture star to take over "Tonight" for the one evening, the taping will be moved ahead to 6:15 p.m. EST (ordinarily, "Tonight" is taped from 7:30 to 9:15 p.m. EST). Davis currently is starring on Broadway in the musical production of "Golden Boy."

On several occasions this season, substitute hosts have taken over "Tonight" on a Monday, in order to allow Carson to have a long weekend.

November 10, 1964

5 SPONSORS BUY INTO 9 PRIME-TIME NBC-TV SHOWS

Five advertisers have purchased sponsorship in nine prime-time NBC-TV programs during the fourth quarter of 1964 and the first quarter of 1965, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The advertisers are Wilkinson-Sword Blades (through Ted Bates & Co.), Vick Chemical Co. (Morse International), Glenbrook Labs (Dancer-Fitzgerald-Sample), Toni Co. Inc. (North Adv.), and Union Carbide (Leo Burnett Co. of Chicago).

Wilkinson-Sword Blades will advertise on "Saturday Night at the Movies." Vick Chemical has bought into "Flipper" and "The Man from U.N.C.L.E." Glenbrook Labs will advertise on "The Jack Paar Program," "Kentucky Jones" and "The Virginian." Toni Co. Inc. has bought into "Flipper." Union Carbide will advertise on "Mr. Novak," "The Andy Williams Show," "Daniel Boone" and "Saturday Night at the Movies."

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NBC TRADE NEWS

November 10, 1964

MARS INCORPORATED BUYS SPONSORSHIP IN FOUR NBC-TV SATURDAY MORNING SHOWS FOR FIRST QUARTER OF 1965

Mars Incorporated has purchased sponsorship in four NBC-TV Saturday morning programs for the first quarter of 1965, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The programs are "The Hector Heathcote Show," "Underdog," "Fireball XL5" and "Fury."

The agency for Mars Incorporated is Needham, Louis & Brorby Inc.

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NBC SPORTS

A DEPARTMENT OF NBC NEWS

November 10, 1964

CHESTER R. SIMMONS NAMED DIRECTOR OF SPORTS FOR THE NATIONAL BROADCASTING COMPANY

Chester R. Simmons has been named Director of Sports for the National Broadcasting Company, it was announced today by Carl Lindemann Jr., Vice President, NBC Sports.

Prior to assuming his new post at NBC, Simmons was Vice President and General Manager of Sports Programs, Inc., which handled sports programming for the ABC-TV Network. (He had been associated with that organization since 1957.)

Simmons received his bachelor's degree from the University of Alabama and a master's from Boston University. Prior to entering the TV sports field he was associated with the Dancer-Fitzgerald Sample Inc. advertising agency. With his wife, son and daughter, he makes his home in Manhattan.

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NBC COLOR TELEVISION NEWS



November 10, 1964

CREDITS FOR NBC NEWS SPECIAL, 'THE LOUVRE'

Program: "The Louvre"

Time: NBC-TV colorcast Tuesday, Nov. 17,
(10 to 11 p.m. EST).

Narrator: Charles Boyer.

Format: Full-hour color special filmed in the
Louvre, Paris. Showing the world's
greatest collection of works of art,
and tracing the development and growth
of the Louvre through the centuries.

Produced by Lucy Jarvis.

Written by Sidney Carroll.

Co-produced and directed by John J. Sughrue Jr.

Director of Photography: Tom Priestley.

Music composed, transcribed
and conducted by Norman Dello Joio.

Supervising film editor: Aram Boyajian

Consultants for art and history: Germain Bazin, Chief, Curator Painting,
Louvre Museum.
Milton S. Fox, Vice President of Harry
N. Abrams Inc., Publisher of Art Books.

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November 11, 1964

SPONSORSHIP OF NBC-TV'S COVERAGE OF 1965 AFL GAMES
REACHES HALF-WAY MARK WITH PURCHASE BY CHRYSLER

With the purchase of one-sixth sponsorship by Chrysler Corporation, NBC-TV's coverage of the 1965 American Football League games is one-half sold, it was announced today by Don Durgin, Vice President, Sales, NBC Television Network.

"The Chrysler buy, coupled with the previous purchases by Institute of Life Insurance and Firestone Tire & Rubber Company of one-sixth each, places us at the half-way mark almost a full year before the AFL kick-off on NBC-TV," Mr. Durgin said.

The AFL and NBC announced on Jan. 29, 1964, that NBC had been awarded exclusive television rights to all AFL games for five years, starting with the 1965 season.

During the current season, the American Football League has realized a 40 percent gain in attendance, with the New York Jets recording the greatest increase. For six home games the Jets have played before 260,834 fans, compared to 97,824 in 1963. Also showing great increases in home attendance are the Buffalo Bills, the only major professional football team undefeated (9-0), and the Boston Patriots. Other teams in the AFL are Kansas City, Denver, Oakland, San Diego, and Houston.

The Chrysler order was placed through Young & Rubicam.

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NBC TRADE NEWS

November 11, 1964

COCA-COLA BUYS INTO 4 NBC-TV DAYTIME SHOWS

The Coca-Cola Co. has bought into the NBC-TV Daytime schedule for the first time on a regular basis, with the purchase of sponsorship in four daytime programs, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The programs are "Let's Make a Deal," "Moment of Truth" (premiering Jan. 4), "The Doctors" and "You Don't Say!"

The Coca-Cola order (for Hi-C Fruit Drinks) was placed through Dancer-Fitzgerald-Sample.

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ANOTHER NAPOLEON (SOLO) GOING TO MOSCOW

Robert Vaughn, who stars as Napoleon Solo in NBC-TV's "The Man from U.N.C.L.E.," is planning on a white Christmas -- in the heart of Russia.

The trip resulted from a Hollywood visit by a Russian track team this Summer. As part of their U. S. tour, they were taken to a big Hollywood film studio for lunch -- but the actors and actresses that are big names in the U. S. didn't mean a thing to the Russians; very few American movies or TV shows are ever seen in Russia.

But when Robert Vaughn walked in, the whole team pointed at him and asked their tour guide for an introduction. It seems that Vaughn's movie, "The Magnificent Seven," has been playing in Moscow for nearly a year -- and therefore he was a star that the Russians recognized.

During the course of the afternoon Vaughn became friends with Valery Brumel, the highjumper who went on to win a gold medal in Tokyo, and was invited to spend Christmas with Brumel and his family in Moscow.

Vaughn made all the necessary arrangements, and will be flying to Moscow on Dec. 23 -- but the U. S. State Department officials who briefed Vaughn on his trip also warned him not to be too disappointed if Mr. Brumel cannot be located once he arrives in Moscow.

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NBC-New York, 11/11/64

November 12, 1964

NBC AFFILIATES' BOARD OF DELEGATES PRAISES VOLUME AND VARIETY
OF ENTERTAINMENT PROGRAMS UNDER WAY FOR 1965-66
AND NBC'S CONTINUED LEADERSHIP IN NEWS

Great enthusiasm for the volume and variety of entertainment programs already in preparation for the 1965-1966 season and commendation for NBC's continued leadership in news were expressed by the NBC Affiliates' Board of Delegates at the conclusion of a regular meeting just held at the Dorado Beach Hotel in San Juan, Puerto Rico.

Speaking for the Board, A. Louis Read, its Chairman, who is Executive Vice President and General Manager of WDSU, New Orleans, La., said: "The members of the Board of Delegates are most enthusiastic over NBC's programming plans for the 1965-1966 season. The large number of programs already under development will give the network great flexibility in selecting the most promising for the schedule, and points to a season of great entertainment for the NBC audience. We were most impressed by the tangible steps taken to implement NBC's determination to be first in entertainment as it now is in news and sports and to arrange early premieres for next year's entertainment schedule.

"And we want to congratulate NBC on the quality of its total schedule, its audience improvement and the unmatched superiority of NBC News which continued to attract by far the largest share of the audience for major events covered by all three networks, such as the 1964 political conventions and the election.

(more)

2 - NBC Affiliates' Board of Delegates

"We also salute NBC for the unusually rapid progress it has made in building a schedule of top attractions in every major field of sports that has made it also Number One in sports."

Robert W. Sarnoff, Chairman of the Board; Robert E. Kintner, President; David C. Adams, Senior Executive Vice President; Walter D. Scott, Executive Vice President in charge of the Television Network, and William R. McAndrew, Executive Vice President in charge of NBC News, headed the group of NBC executives who reported at the meeting. Thomas E. Knode, NBC's Vice President in charge of Station Relations, and Mr. Read presided.

Besides Mr. Read, other members of the Board of Delegates of the NBC Television Network affiliates are Otto P. Brandt, KING-TV, Seattle, Wash.; David M. Baltimore, WBRE-TV, Wilkes-Barre, Pa.; George Comte, WTMJ-TV, Milwaukee, Wis.; Charles A. Batson, WIS-TV, Columbia, S.C.; Robert W. Ferguson, WTRF-TV, Wheeling, W. Va.; Gordon Gray, WKTV, Utica, N. Y.; Owen Saddler, KMTV, Omaha, Neb.; James Schiavone, WWJ-TV, Detroit, Mich.; Willard Schroeder, WOOD-TV, Grand Rapids, Mich., and Irving C. Waugh, WSM-TV, Nashville, Tenn.

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NBC-New York, 11/12/64

NBC TRADE NEWS

November 12, 1964

SALES TOTALING \$10,200,000 IN FOUR DAYS ARE REPORTED
FOR NBC-TV NIGHTTIME AND DAYTIME PROGRAMS

A total of \$10,200,000 in sales was recorded during the four selling days of election week by NBC-TV, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC. The total represents both nighttime and daytime purchases.

Advertisers (and their agencies) purchasing sponsorship in the NBC-TV nighttime schedule:

The Nestle Co. (Leo Burnett) in "The Andy Williams Show," "Mr. Novak," "The Virginian," "Wednesday Night at the Movies," "Daniel Boone," "Flipper" and "Saturday Night at the Movies."

B. F. Goodrich Co. (Batten, Barton, Durstine & Osborn) in "The Andy Williams Show." This order places "The Andy Williams Show" in a virtual sold-out position.

The Mennen Co. (Grey Adv.) purchased sponsorship in six nighttime programs and also in three upcoming NBC News actuality specials.

Wolverine Shoe & Tanning Corp. (MacManus, John & Adams) in four prime-time programs.

Lehn & Fink (Geyer, Morey & Ballard) in 15 prime-time programs.

The Colgate-Palmolive Co. in 11 prime-time programs.

Bristol Myers (Young & Rubicam) in seven nighttime shows and also in two NBC News actualities.

Other advertisers include The Maybelline Co. (Post-Keyes) in five programs, and Sherwin Williams Co. in seven programs (Griswold-Eshelman).

(more)

In the NBC-TV daytime schedule, the following sponsorship purchases were recorded:

The Colgate-Palmolive Co. (Ted Bates Co.) half-sponsorship in "The Doctors" through the first and second quarters.

The Lipton Co. (Young and Rubicam) in "Concentration" and "Let's Make a Deal."

Warner Lambert (J. Walter Thompson) in "You Don't Say!" and "The Match Game."

Edward Dalton Co. (Ogilvy, Benson & Mather) in "Concentration" and "Jeopardy."

Lehn & Fink (Geyer, Morey & Ballard) in "Concentration" and "Moment of Truth" (premiering Jan. 4, 1965).

Pharmaco (N. W. Ayer) in "Make Room for Daddy."

Foster-Milburn (Street and Finney), in "Concentration" and "Jeopardy."

Included in the sales, as previously announced, was the purchase of one-sixth sponsorship of the American Football League games by the Chrysler Corporation, which joins the Institute of Life Insurance and The Firestone & Rubber Co. in sponsorship of the games. AFL telecasts are now one-half sold out on the network. The agency for Chrysler was Young and Rubicam. The agency for Institute of Life Insurance was J. Walter Thompson.

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NBC-New York, 11/12/64

November 12, 1964

MALAYSIA AND KOREA BECOME THE 39TH AND 40TH
MARKETS TO BUY "VICTORY AT SEA" SERIES FROM
NBC ENTERPRISES' INTERNATIONAL DIVISION

Malaysia and Korea are the 39th and 40th markets to buy "Victory at Sea" from the International division of NBC Enterprises, it was announced today by George A. Graham Jr., Vice President in charge of NBC Enterprises.

"Victory at Sea," the first TV documentary of World War II, was produced by the late Henry Salomon Jr., under the aegis of Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, when he was head of the NBC Film Division.

The musical score, which is world famous, was written by Richard Rodgers.

"Victory at Sea," one of NBC International's first acquired properties, was bought by Korea for televising in Seoul and Pusan; the Malaysian buy was made by the United States Information Agency for the Malay capital city, Kuala Lumpur.

The 26 scripts of "Victory at Sea" have already been sent to USAI for forwarding to Malaysia to be translated into Chinese, Malay and Tamil, which will be used along with English in voice-over transmission. A local announcer will read the translation live along with the telecasting of the series. Kuala Lumpur broadcasts in all four languages, according to Mr. Graham.

"A significant tribute to the excellence of this series is the fact that Japan bought it and liked it so much that they renewed it for a second showing a year later," Mr. Graham said.

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NBC TRADE NEWS

November 12, 1964

HOLIDAY INNS OF AMERICA MAKE EXTENSIVE ADDITIONAL SPONSORSHIP PURCHASE ON NBC-TV NETWORK

The Holiday Inns of America Inc., which first advertised on network television on the NBC-TV "Today" program last Spring, have made an extensive additional sponsorship purchase, it was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC.

The new Holiday order is for both the NBC-TV "Today" show and "The Tonight Show Starring Johnny Carson." It began Oct. 27, 1964, and will run through March 25, 1965.

"We are particularly gratified with the increased volume of this sponsorship," Mr. Weinblatt said. "The success of Holiday Inns' initial television venture last March is evidenced by this extended purchase."

John Cleghorn, representing Holiday Inns, said "As the only food and lodging concern regularly advertising on television, we consider 'Today' and 'Tonight' ideal vehicles for our nationwide campaign emphasizing the value of increased weekend use of Holiday Inns outside of the usual summer vacation period."

The Holiday Inns' order was placed through John Cleghorn Agency of Memphis.

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NBC COLOR TELEVISION NEWS



November 12, 1964

GOWER CHAMPION WILL PRODUCE AND DIRECT NBC 90-MINUTE COLORCAST
OF 'MARY MARTIN PRESENTS EASTER AT THE RADIO CITY MUSIC HALL'

Gower Champion, one of the entertainment world's most sought-after directors, will produce and direct NBC-TV's holiday special, "Mary Martin Presents Easter at the Radio City Music Hall," it was announced today by Edwin S. Friendly Jr., Vice President, Special Programs, NBC-TV Network.

The lavish 90-minute colorcast will star Miss Martin, who will perform and also serve as hostess for the program. It will be taped in New York in March with air date to be announced. Richard Halliday, Miss Martin's husband, will be executive producer.

"Hello, Dolly!" Broadway's current smash success, was staged and choreographed by Champion and won him two Antoinette Perry (Tony) awards. He performed similar production chores for "Bye, Bye Birdie," for which he won two Tonys, and for "Carnival," which netted him awards as the year's best director in Variety's poll of New York drama critics and from the Outer Circle Critics.

His TV directing credits include the much-acclaimed "Omnibus" production, "45 Minutes From Broadway," which starred Tammy Grimes; "Cindy's Fella," a whimsical Western version of the Cinderella classic starring James Stewart; and "Accent on Love," starring Ginger Rogers,

(more)

Louis Jourdan, Mike Nichols and Elaine May -- all on the NBC-TV Network.

Before switching to directing and choreographing, Gower and his wife, Marge, formed one of the most inventive dance teams and starred in many movies during Hollywood's musical comedy era and on TV's top variety programs.

"Mary Martin Presents Easter at the Radio City Music Hall" will feature the world-renowned showplace's Rockettes and ballet company, a 20-voice chorus and an NBC orchestra. It will include specialty acts and reveal the splendor of the Music Hall in imaginative production numbers.

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NBC-New York, 11/12/64

LINDA BENNETT, NBC TALENT DISCOVERY, TO STAR
IN NEW YORK CITY CENTER LIGHT OPERA COMPANY
PRODUCTION OF 'BRIGADOON' OPENING DEC. 23

Linda Bennett, 22-year-old actress-singer-dancer, recently signed to an exclusive five-year contract by the National Broadcasting Company, will star in the New York City Center Light Opera Company production of the Lerner-Loewe musical "Brigadoon," opening Wednesday, Dec. 23 for two weeks.

Miss Bennett will play the leading role of Fiona, the Scottish lass who lives in the enchanted village of Brigadoon and falls in love with Tommy Albright, played by Peter Palmer.

"Miss Bennett is a multi-talent performer who...has the potential of becoming a star," said David W. Tebet, Vice President, Talent Relations, NBC, when on Sept. 2 he announced Miss Bennett's contract with NBC.

She has appeared on many NBC-TV programs, including the "Bell Telephone Hour," "The Jack Paar Program," "The Tonight Show Starring Johnny Carson," "Dr. Kildare" and "Today," and played leading roles in several Summer stock productions of musicals including "Oklahoma!" and "High Button Shoes."

The blue-eyed, honey-blond Miss Bennett is a slender five-foot-seven. She was born and raised in Bountiful, Utah, and now resides in Manhattan.

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NBC-New York, 11/12/64

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November 12, 1964

'G-E COLLEGE BOWL' SCHOLARSHIP GRANT PROVES AN OPEN DOOR
TO EDUCATION FOR OTHERS AT TEMPLE UNIVERSITY

A \$9,000 scholarship grant awarded to Temple University, Philadelphia, Pa., when its student team completed five successive victories on the "G-E College Bowl" TV series last year, has resulted in educational opportunities for more worthy scholars than anticipated.

Temple, a four-time winner when the series concluded its run on CBS-TV at the end of the 1962-63 season, scored its fifth victory when "G-E College Bowl" premiered as an NBC-TV color feature Sunday, Sept. 22, 1963 (5:30 p.m. EST).

In ceremonies honoring Temple's "College Bowl" team, Dr. Millard E. Gladfelter, President of the university, announced that the \$9,000 grant would be used to establish the Louis C. Marsh Scholarship Fund so that other young Negro men and women would have the same opportunity for a college education that Marsh had. Marsh, who received his Bachelor of Arts degree from Temple in 1956, was the 29-year-old New York City Youth Board worker who died Jan. 9, 1963, after he was attacked in East Harlem, by a gang of youths he had sought to help.

In its search for worthy recipients of the Marsh Scholarship last Summer, University officials found a greater need for such aid among the community's young Negroes than they had expected. Since the Marsh Fund could support only two students this year, the school created the Community Scholarship Program at Temple University for others who were just as worthy of financial assistance.

(more)

This program, financed entirely by the University, selected six recipients -- three young men and three young women -- all but one from the North Philadelphia area in which Temple is located. Thus, the original "G-E College Bowl" grant to Temple led to the chance for eight freshman to attend classes at the University this season -- and will lead to even more educational opportunities.

Temple's expansion of its "G-E College Bowl" grant is unusual. However, almost all schools that have been represented on the series found their scholarship winnings augmented by alumni and friends in appreciation of the teams' efforts.

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NBC-New York, 11/12/64

NBC COLOR TELEVISION NEWS



November 12, 1964

SECOND 'DANNY THOMAS SPECIAL' OF SEASON HAS JIMMY DURANTE,
EDDIE FISHER AND JOEY BISHOP AS GUESTS

Danny Thomas will be joined by guests Jimmy Durante, Eddie Fisher and Joey Bishop as NBC-TV presents its second "Danny Thomas Special" in color Thursday, Dec. 10 (8:30-9:30 p.m. EST).

The hour of comedy, music and dance was taped before an all-celebrity audience at the Ambassador Hotel's Cocoanut Grove in honor of the Los Angeles nightclub's 40th year in showbusiness.

The famous four will be backed up by Frank De Vol and his Orchestra and the Rudas Dancers.

Besides the comedy of Thomas and Bishop, Fisher makes his first TV appearance in more than two years, singing "Let Me Entertain You" and a medley of Al Jolson favorites, such as "Rockabye," "Waiting for the Robert E. Lee," "Liza," "Baby Face," "After You've Gone," "Carmichael's Races," "Oh Susanna," "Sweet Sixteen," "It All Depends on You," "Toot Toot Tootsie," and "April Showers."

Durante joins in the comedy and dance as well as singing "Jimmy, the Well-Dressed Man," "What a Day," "Put It in Words," "The Nose's Birthday" and "Everywhere You Go."

(more)

Jimmy's final song, "Bill Bailey," features Thomas, Fisher and Bishop all trying out to see who would make the best Eddie Jackson to work with Durante.

"The Danny Thomas Special" was produced by George Schlatter and directed by Alan Handley.

NBC-TV PROGRAM HIGHLIGHT DEC. 10

DANNY THOMAS SPECIAL: Danny is joined by Jimmy Durante, Eddie Fisher, Joey Bishop, Frank De Vol and his Orchestra and the Rudas Dancers in a salute to the famed Cocoanut Grove's 40th year in showbusiness.
(Color.)

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NBC-New York, 11/12/64

NBC NEWS

CREDITS FOR NBC'S SECOND "DANNY THOMAS SPECIAL"

Title: "The Danny Thomas Special."

Time: NBC colorcast, Thursday, Dec. 10, 3:30 to
9:30 p.m. EST).

Guest Stars: Jimmy Durante, Eddie Fisher, Joey Bishop and
the Rudas Dancers.

Format: Music, comedy and dance.

Producer: George Schlatter.

Director: Alan Handley.

Writers: Harry Crane, Carl Kleinschmitt and Dale
McRaven.

Music: Frank De Vol and his Orchestra.

Choreography: Marc Breaux and Dee Dee Wood.

Durante's Choreography: Aida Broadbent.

Art Director: E. Jay Krause.

Costume Design: Ray Aghayan and Robert Mackie.

Origination: Taped by NBC-TV at the Ambassador Hotel's
Cocoanut Grove in Los Angeles.

Sponsors: Various.

Production Company: Rosemarie Productions.

NBC Press Representatives: Bill Kiley (Hollywood); Betty Lanigan (New
York).

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NBC-New York, 11/12/64

CREDITED FOR 2000'S LEARNING "DANCE THROUGH SCIENCE"

"The Dance Through Science"

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 12, 1964

IT'S A MAD WAR IN VIETNAM--FOR NBC NEWS CREW AS WELL AS COMBATANTS

In choosing the title, "Vietnam: It's a Mad War," for the special colorcast that will be presented by NBC News Tuesday, Dec. 1 (10-11 p.m. EST), producer Ted Yates probably was thinking as much about his production team's experiences as about the war itself.

Along with associate producer Robert Rogers, cameraman Julian Townsend and soundman Al Hoagland, Yates spent about two months in South Vietnam compiling material for the program. Much of the time was spent in areas never before visited by journalists and cameramen.

"After we got to Saigon we just took off on our own," Yates said. "We would get to some isolated outpost or base and the people there would say, 'Who are you?' and 'What are you doing here?' We'd tell them what we were trying to do and they invariably said, 'Hell, yes, welcome aboard.'"

The action shots in the program were not culled from combat films, but were actually filmed by Townsend during the battles.

Yates said that the Vietcong took no pains to avoid firing at his crew. Once, during a helicopter attack, Rogers leaned forward in his seat to hear what Yates was saying. As he did so, a Vietcong .50 caliber bullet split open the back of the seat where his head had been and continued out the top of the helicopter.

Another incident involved Hoagland while they were crossing a narrow footbridge over a river. Hoagland, carrying a heavy load of sound equipment, lost his balance and fell into the river. He popped

(more)

up quickly, his antenna shooting sparks. The Vietnamese soldiers thought it was the funniest sight of the day. A few hours later, Hoagland was on a raft that overturned in the river and got his second drenching. Yates said that for the next few days Hoagland kept trying to persuade him that there must be a better way to make the program.

Yates and his men talked with dozens of U. S. soldiers and civilians during their stay. Many of them have returned to America since Yates was there. He said that practically every one of them are, or were, in hospitals for treatment of tuberculosis or other illnesses contracted while serving in Vietnam. The conditions that Americans and Vietnamese fight, work and live in were vividly caught by Townsend's cameras.

The crew itself did not escape illness. Rogers has only recently fully recovered from an attack of amoebic hepatitis.

Despite their hardships, or perhaps because of them, Yates and his crew have nothing but respect for the Vietnamese soldiers and their American advisers.

"The Vietnamese are really tough," Yates said. "A lot of them are thrown into battles with little or no training. Sometimes they are practically firing their weapons for the first time when they are shooting at the enemy. But they hang in there and shoot it out with the Vietcong. I'm glad we're on the same side."

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NBC-New York, 11/12/64

CREDITS FOR NBC NEWS COLOR SPECIAL, "VIETNAM: IT'S A MAD WAR"

Program: "Vietnam: It's a Mad War"

Time: NBC-TV colorcast Tuesday, Dec. 1.
(10 to 11 p.m. EST)

Narrator: Chet Huntley

Format: Special NBC News documentary on the war in
South Vietnam that goes behind the statistics
to show the people doing the fighting and
what they are fighting for.

Produced by: Ted Yates

Associate producer and
writer: Robert Rogers

Cameraman: Julian Townsend

Soundman: Al Hoagland

Film Editor: Georges Klotz

NBC Press Representative: Jerry Beigel (New York)

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NBC-New York, 11/12/64

CRASHES FOR NEW HOME COMES THEATRE, VIETNAM IT'S A MAD WAR

VIETNAM IT'S A MAD WAR

NEW-TV colorized footage, Dec. 1.

(to be in p.m. EST)

Chief Analyst

Special TV News documentary on the war in
South Vietnam will now begin the station
to show the battle along the fighting and
what they are fighting for.

Ed Yelen

Robert Rogers

William Thompson

Al Hoffman

James Smith

(New York)

NEW-YORK, N.Y.

NBC COLOR TELEVISION NEWS



MILD, MAMMOTH, LINUS THE LIONHEARTED WILL MAKE HOLIDAY DEBUT
IN COMPANY OF FAMILIAR BALLOONS DURING COLORCAST
OF MACY'S THANKSGIVING DAY PARADE

Linus the Lionhearted, whose vital statistics are 55-26-220, will make his holiday debut when he joins five other familiar figure balloons to fly in the 38th annual Macy's Thanksgiving Day Parade to be colorcast by NBC-TV Thursday, Nov. 26 (10-11:30 a.m. EST).

The mild-mannered but mammoth Linus stands 55 feet high with an overall width of 26 feet and weighs 220 pounds. To keep him aloft, he will be filled with 7,500 cubic feet of helium. The king-sized king of beasts is the 84th figure balloon, all constructed by Goodyear's Industrial Products division, to participate in Macy's Parades.

The soaring grandeur of the balloons, which is to the parade what cranberry sauce is to the traditional turkey dinner, will be among the many entertaining elements to be described by co-hosts Lorne Greene (co-star of NBC-TV's "Bonanza" series) and TV personality Betty White.

The five other balloons, which have previously flown the parade route from 77th Street and Central Park West down Broadway to Herald Square, are: Popeye, making his eighth appearance; Donald Duck, flying in his third parade; Bullwinkle Moose, who debuted in 1961; and the stars of last year's holiday spectacle -- Elsie the Cow and Dino the Dinosaur.

Popeye, whose famed tattooed forearms measure 21 feet, is 65 feet tall and 31 feet wide. His four-feet long corncob pipe would hold 80 pounds of tobacco, if it were real.

(more)

2 - Macy's Thanksgiving Day Parade

Donald Duck measures 60 feet from tip of bill to the end of his toes, and is 30 feet wide at the midriff.

Bullwinkle, whose 34-foot wide antlers would be a trophy hunter's dream, is 60 feet high.

The lovable bovine, Elsie, will swing and sway above the streets of New York on her trapeze, suspended from a huge 27-foot-in-diameter balloon. Elsie, herself, is 12 feet tall and made of papier mache.

Dino is a life-size likeness of the largest creature that once ruled the earth. He is 60 feet long and four stories high, and his body is 20 feet in diameter.

Obviously, Linus, who is a representation of the star of an animated TV series, is flying in distinguished company. He was "born" on a drawing board about eight months ago, and more than 1,000 man hours of labor were required to cut, seam, glue, assemble and paint him. He was fashioned at Goodyear's plant in Rockmart, Ga., and flight-tested at the company's airship base in Akron, Ohio. He will be ready to enchant young and old alike on Thanksgiving Day.

It takes 48,330 cubic feet of helium to keep this six-figure balloon brigade up in the air. About 180 handlers are necessary to prevent the balloons from going their own way.

In earlier years, the balloons were released at parade's end in a spectacular finale, with prizes given to those who returned them. However, after one parade in the 30's when a dragon was turned loose and headed over the Atlantic Ocean, several ships radioed back the sighting of a sea monster. Shortly after, the practice was discontinued.

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NBC-New York, 11/12/64

November 13, 1964

ROBERT E. KINTNER TO RECEIVE DISTINGUISHED SERVICE AWARD
OF RADIO AND TV NEWS DIRECTORS' ASSOCIATION
- - -
NBC Affiliated Stations Make Clean Sweep of TV Awards

Robert E. Kintner, President of the National Broadcasting Company, has been named the winner of the Radio and Television News Directors' Association's Distinguished Service Award.

The award, for Mr. Kintner's contributions to television news, will be announced at a luncheon Saturday, Nov. 14 at the Rice Hotel in Houston, Texas, where RTNDA is holding its 19th annual International Conference and Workshop. Mr. Kintner will receive the award in New York later.

RTNDA has made the award only three times before. Previous recipients were Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America; Dr. Frank Stanton, President of the Columbia Broadcasting System, and Mitchell Charnley of the University of Minnesota.

NBC-TV affiliated stations made a clean sweep of television awards at this Conference. The awards were presented Thursday, Nov. 12.

WFBM-TV, Indianapolis, was the winner in the category of editorializing by radio/TV stations. News Director Bob Gamble and News Editor Jim Hetherington accepted the award.

(more)

WRCV-TV, the NBC-owned station in Philadelphia, won in the reporting on community problems category with a special program, "Whatever Happened to 8?" The award was accepted by Bob Shafer, who was News Director of WRCV-TV when the program was telecast. He has since been appointed News Director of KNBC, Burbank, Calif.

WBAP-TV, Fort Worth, won the award for on-the-spot reporting of a news story for its coverage of President Kennedy's assassination and subsequent events that weekend. News Director Jim Byron accepted the award.

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NBC-New York, 11/13/64

NBC COLOR TELEVISION NEWS



RODDY McDOWALL, AS DAFFY CHEMIST, CUTS CAPERS IN RESEARCH AND
SPARKS UNINTENDED CRIME WAVE IN BOB HOPE-CHRYSLER DRAMA
ALSO STARRING PAT CROWLEY, SHARI LEWIS AND LLOYD NOLAN

Roddy McDowall stars as a daffy research chemist --
brilliantly unconventional in the lab and on the battlefield of life --
in "Mr. Biddle's Crime Wave" on "Bob Hope Presents the Chrysler Theatre"
color series Friday, Dec. 4 (NBC-TV, 8:30-9:30 p.m. EST).

Pat Crowley and special guests Shari Lewis and Lloyd Nolan
also star in this comedy of errors written by Nathaniel Curtis, directed
by Larry Dobkin and produced by Harry Tugend.

Arthur Biddle (McDowall), triumphant over his invention of a
chemical that will eat through three floors of the building where he is
employed, narrowly misses being fired and then goes off with his
fiancee Carol Sinclair (Miss Crowley), to meet her father, Dan (Nolan),
police chief of Palmerville. In town only one minute, Biddle has managed
to accidentally wreck the motorcycle and break the arm of an arresting
policeman, Ed Patterson (John Considine). Biddle's reign of terror
reaches its zenith when he is mistaken for a holdup man and is forced to
hide in an old mill with Lois Palmer (Miss Lewis), thrice-married and
man-crazy daughter of the town's top citizen, Henry Palmer (Willard
Waterman).

NBC-TV PROGRAM HIGHLIGHT DEC. 4

BOB HOPE PRESENTS THE CHRYSLER THEATRE -- "Mr. Biddle's Crime
Wave." A brilliant but daffy young scientist accidentally
creates a reign of terror in a romantic comedy of errors.
Stars Roddy McDowall, Pat Crowley, Shari Lewis, Lloyd Nolan.
(Color.)

-----o----- NBC-New York, 11/13/64

NBC COLOR TELEVISION NEWS



November 13, 1964

REQUESTS FROM FAMILY AUDIENCES ACROSS COUNTRY ANSWERED WITH
SECOND YULE SEASON COLORCAST OF 'THE STORY OF CHRISTMAS'
WITH TENNESSEE ERNIE FORD AS HOST-NARRATOR

When "The Story of Christmas," with Tennessee Ernie Ford as singer-narrator, is colorcast for the second Yule season on NBC Monday, Dec. 21 (7:30-8:30 p.m. EST), it will be in response to requests from family audiences across the country.

The one-hour special, featuring the familiar sights and sounds of the holiday season, will be sponsored again by General Mills Inc., through its agency, Needham, Louis & Brorby Inc.

An animated version of the story of the Nativity highlights the last 18½ minutes of the program.

The show features the Roger Wagner Chorale and Orchestra, with music composed and conducted by Wagner. Charles Tazewell, author of the modern Christmas classic, "The Littlest Angel," wrote "The Story of Christmas."

As the show opens, Tennessee Ernie is reflecting on the holiday season. His thoughts turn to children all over the world, including three groups of eight children -- African, Mexican, Oriental -- who sing about the Christ Child in their native tongues, backed by the chorale and orchestra. Selections include "Xhosa Lullabye," "El Roro," and "Sa Ku Ra," respectively.

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Then Ford moves among them, singing "Some Children See Him," a song which tells how youngsters of different races see the Christ Child in their own image.

Tennessee Ernie shares the stage with a donkey in the next scene, underscoring the animal's importance to the Nativity story. Ford sings "Little Grey Donkey, Tonight" a new Christmas carol, with lyrics by Tazewell and music by Wagner, supported by the chorale and orchestra.

The next setting is a colorful English street scene at the turn of the century. Tennessee Ernie starts a Christmas medley with "It Came Upon a Midnight Clear." The medley is picked up by different groups of the Wagner chorale, as they go caroling through the streets singing, "It Came Upon a Midnight Clear," "He is Born," "Deck the Hall," "God Rest Ye Merry Gentlemen" and "Adeste Fideles."

Tennessee Ernie then introduces a typical Christmas tree buying situation, with Dave Willock and Adele Claire portraying a married couple trying to decide which tree to buy from salesman Andy Albin.

Ernie discusses Christmas trees throughout the world, and the Wagner Chorale, forming a "living" Christmas tree that rises 25 feet into the air, sings "O Tannenbaum."

For the finale, Ford narrates the Nativity story according to the Gospel of St. Luke. The accompanying animation sequence was created by Eyvind Earle, one of the nation's leading Christmas card artists, who formerly was an artist-animator for Walt Disney Productions. During the sequence, the Wagner Chorale sings "We Three Kings," "What Child Is This," "Oh Little Town of Bethlehem," "Jesu Bambino," "Angels We Have Heard on High," "Virgin Slumber Song" and "Joy to the World."

(more)

3 - 'The Story of Christmas'

"The Story of Christmas" closes with some final words from Ford and the chorale singing "Silent Night."

The holiday special is produced and directed by William N. Burch.

In keeping with the spirit of the show, General Mills will use the commercial periods for institutional announcements only.

----- NBC-TV PROGRAM HIGHLIGHT DEC. 21 -----

THE STORY OF CHRISTMAS -- Tennessee Ernie Ford stars in second Yule season colorcast of special on songs and sights of holiday season. Highlights include animated version of story of the Nativity. (Color.)

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NBC-New York, 11/13/64

CREDITS FOR 'THE STORY OF CHRISTMAS' COLORCAST ON NBC

Title: "The Story of Christmas" (special colorcast
for second Yule season).

Time: NBC-TV colorcast, Monday, Dec. 21 (7:30 to
8:30 p.m. EST. Repeat of Dec. 22, 1963).

Starring: Tennessee Ernie Ford

Featuring: The Roger Wagner Chorale and Orchestra.

Cast: Dave Willock, Andy Albin, Adele Claire.

Produced and directed by William N. Burch

Written by Charles Tazewell

Music composed and
conducted by Roger Wagner

Animation Sequence
created by Eyvind Earle

Art Director: Edward Stephenson

Costumes designed by Ray Aghayan

Associate Producer: William Martin

Animation: Fred Rice Productions

Production: Betford Production

Sponsor (and agency): General Mills Inc. (Needham, Louis & Brorby
Inc.).

NBC Press Representatives: Rolf Gompertz (Burbank) Calif.; Betty Lanigan
(New York).

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NBC-New York, 11/13/64

CREDITS FOR 'THE STORY OF CHRISTMAS' COPIED ON NBC

'The Story of Christmas' (Special Christmas)
The second half hour.

NBC-TV broadcast, Monday, Dec. 22 (7:30 p.m.)
8:30 p.m. EST, second half hour, Dec. 22, 1953.

Thomas M. Davis, Jr.
The Negro Women's Christmas and Christmas
Dance with the Stars, 1953.

Directed and narrated by
Charles O'Connell

Music by
John W. Johnson

Lyrics by
John W. Johnson

Edwina Stevenson

Ray Johnson

William Martin

Fred Allen Productions

Patricia Johnson

General Mills Inc. (New York, N.Y.)

(New York)

1953-54 season, 1953-54

November 16, 1964

SIX NBC-TV PROGRAMS NAMED WINNERS OF GOLDEN EAGLE
AWARDS FOR EXHIBITION AT FILM FESTIVALS ABROAD

At the seventh annual awards dinner held in Washington, D. C., last week by CINE, the U. S. representative of many foreign film festivals, six NBC-TV programs won Golden Eagle awards for exhibition at film festivals abroad. Golden Eagle awards went to the following NBC programs:

"That War in Korea," a "Project 20" program produced and directed by Donald B. Hyatt and written by Richard Hanser. Exhibited at Edinburgh and Cork (Ireland) Film Festivals.

"The World of Maurice Chevalier," an NBC Special Projects program produced and directed by Eugene S. Jones and written by Ernest Pendrell. Donald B. Hyatt, executive producer. Exhibited at the Edinburgh, Venice and Cork Film Festivals.

"An Experiment in Excellence," an NBC News program produced by Robert J. Northshield and directed and written by Frank De Felitta.

"Greece: The Golden Age," an NBC News program produced and written by Lou Hazam. Exhibited at the Venice Film Festival.

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2 - Film Festivals

"Hailstones and Halibut Bones," an animated film shown on the NBC News "Exploring" program. Exhibited at the Venice Film Festival.

"The Restless Sea," a Bell System Science Series program produced by Walt Disney Productions. Exhibited at the Venice Film Festival where it won the Diploma of Merit.

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NBC-New York, 11/16/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 16, 1964

TEXAS' GOV. CONNALLY, WOUNDED AT TIME OF KENNEDY ASSASSINATION,
DISCUSSES SHOOTING IN INTERVIEW ON 'HUNTLEY-BRINKLEY REPORT'

On Friday, Nov. 20 -- two days before the first anniversary of the assassination of President Kennedy in Dallas -- NBC-TV's "Huntley-Brinkley Report" will present a special interview with Texas Governor John B. Connally.

Governor Connally, who was riding in the Kennedy car and was wounded at the time the President was shot, will relate how he remembers the shooting. He disagrees with the official Warren Commission Report of the sequence of events and will tell why he doesn't think he was hit with the first shot fired as the Commission claims.

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 16, 1964

'SUNDAY' DEVOTING FULL-HOUR NOV. 22 TELECAST TO TRIBUTE
TO PRESIDENT KENNEDY ON FIRST ANNIVERSARY OF HIS DEATH

The full-hour NBC News' "Sunday" program of Nov. 22 (NBC-TV, 4-5 p.m. EST) will be devoted to a commemorative tribute to President John F. Kennedy on the first anniversary of his death.

Included in reports of special activities marking the anniversary will be the laying of memorial wreaths at Arlington National Cemetery and services in the National Cathedral in Washington, both to be telecast live.

Taking note of the honors paid to the late President by overseas nations will be a report on the many countries which have issued special commemorative stamps.

Songs of lament, written and sung by individuals and groups, will be heard. These include an offering by an Irish folk singer, Martin Crosbie, of Dublin, titled "Lament for Kennedy," and by a Yugoslav singer, Ramo Ramovic, of Bosnia, whose 45-stanza musical tribute won a ballad-singing contest and resulted in Ramovic becoming a national celebrity. Both Crosbie and Ramovic were filmed abroad for this portion of the program. A ballad by a Negro vocal group in Alabama also will be heard.

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Another personality to be presented will be Carlos Sosa-Rodriguez, President of the General Assembly of the United Nations and permanent representative from Venezuela to the U. S.

Craig Fisher produces "Sunday" for NBC News.

— NBC-TV PROGRAM HIGHLIGHT NOV. 22 —

"SUNDAY" -- A full-hour tribute to the memory of President John F. Kennedy.

Program includes live telecast of services in National Cathedral, Washington.

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NBC-New York, 11/16/64

RICHARD CHAMBERLAIN READS LETTER FROM PRESIDENT JOHNSON
TO THE FIRST NATIONAL CAREERS CONFERENCE FOR YOUTH

DETROIT, Nov. 16 -- Richard Chamberlain read a letter from President Lyndon B. Johnson to the First National Careers Conference for Youth here yesterday (Nov. 15). The letter was taken to the conference, by Chamberlain where he spoke to the assembled students and professionals.

The purpose of the conference was to interest students in entering the rehabilitation professions, which need many new recruits. Chamberlain, the star of NBC-TV's "Dr. Kildare" series, flew here for the Sunday conference at the Civic Auditorium, and then returned to Hollywood to resume filming the TV series.

Following is text of President Johnson's letter:

My best wishes to the young people of Michigan who are attending this First National Careers Conference for Youth.

It is heartwarming to know that so many of our fine young Americans are giving serious thought to choosing careers in rehabilitation.

Your talents, your energies and your creativity, which is a hallmark of youth, are needed in many fields of endeavor. They are particularly needed by the mentally and physically handicapped whom rehabilitation can restore to new lives.

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Those of you who enter the rehabilitation profession will find the work diverse and richly rewarding. You will also witness its expanding effects on our society which is now reaching out to each handicapped person who needs help.

I wish you well as you make your important decisions both now and in the years ahead.

(Signed) Lyndon B. Johnson

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NBC-11/16/64

NBC TELEVISION NETWORK NEWS

November 16, 1964

DOUGLAS WATSON AND LOUISE KING HEAD CAST OF 'MOMENT OF TRUTH'

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Other Performers Also Listed for New NBC-TV Daytime Drama Series

Douglas Watson and Louise King will portray the central characters of Dr. Robert Wallace and his wife Nancy in NBC-TV's new dramatic daytime series, "Moment of Truth," Mondays through Fridays, 2-2:30 p.m. EST, premiering Monday, Jan. 4, 1965, it was announced today by Robert F. Aaron, Director, Daytime Programs.

Miss King was seen on NBC-TV as the "Today Girl" on the "Today" series from January through June of 1962. She made her Broadway debut in "The Seven Year Itch," playing opposite Tom Ewell. Her other stage credits include "Romanoff and Juliet" with Peter Ustinov and a role in the national company of "Mr. Roberts."

Watson is no stranger to television, having appeared in "Man and Superman," "Taming of the Shrew" and "Abe Lincoln in Illinois" on NBC-TV's "Hallmark Hall of Fame." His recent Broadway credits include "A Man for All Seasons" and "The Chinese Prime Minister."

Others in "Moment of Truth" include Ivor Barry as Dr. Russell Wingate, Michael Dodds and Barbara Pierce as Dr. Wallace's son Johnny and daughter Sheila, and Peter Donat as Vince Conway, a close friend.

"Moment of Truth," set at Carlyle University where Dr. Wallace is an assistant professor of psychology, is produced by John Trent. Robert Maxwell is the packager of the series that will be taped in Toronto, Canada, and also will be seen on the Canadian Broadcasting Corporation's network.

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NBC SPORTS

JACK TRACY
ROOM 320

A DEPARTMENT OF NBC NEWS

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November 17, 1964

'NBC SPORTS IN ACTION,' FOCUSING ON DRAMA AND EXCITEMENT
IN ALL CORNERS OF SPORTS WORLD, TO BE A FULL-HOUR SUNDAY
TV SERIES (MOSTLY IN COLOR) PRODUCED BY STUART SCHULBERG

"NBC Sports in Action," a new weekly series of programs seeking
out the drama and excitement in all corners of the sports world, will
premiere on the NBC-TV Network Sunday, Jan. 17, 4-5 p.m. EST, it was
announced today by Carl Lindemann Jr., Vice President, NBC Sports.

Hosted by veteran sportscaster Jim Simpson, the series will
cover major championship events each week, and from time to time will
feature incisive reports on the men and women whose exploits in the
sports arenas have made them newsworthy personalities. A majority of
the programs will be telecast in color.

Producer of NBC-TV's new Sunday afternoon sports showcase will
be Stuart Schulberg, formerly co-producer of the network's award-winning
documentary series, "David Brinkley's Journal." His probing study of
prizefighting, "Boxing's Last Round," during the 1963-64 TV season drew
wide critical acclaim.

"NBC Sports in Action" will make use of such devices as hand-
held cameras and wireless microphones to focus closely on individual
athletes and sportsmen -- before, during, and after competition -- to
find out how they train, what motivates them, and what makes them
champions.

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The resulting "competitor's-eye" view of sports will be designed as an absorbing experience for both dyed-in-the-wool sports enthusiasts and those who simply enjoy an outstanding human interest story.

Already on the roster of "NBC Sports in Action" are events ranging from the New York Athletic Club Track Meet at Madison Square Garden to the World's Jai-Alai Championships in Miami, and the U. S. Speed Skating Championship in St. Paul, Minn., to a character study of Juan "Chi-Chi" Rodriguez, the bantam-sized Puerto Rican golf professional whose colorful antics on and off the course won wide attention while touring with the Professional Golfers Association.

Along the way, the series also will present the dramatic highlights of the Orange Bowl Powerboat Regatta in Miami; the World's Professional Figure Skating Championships in Manchester, N. H.; the Los Angeles Times Track Meet in Los Angeles; the Obersdorf Ski Jump in Germany; the U. S. Air Boat Racing Championships in the Florida Everglades; the Masters' Ski Jump at Lake Placid, N. Y.; the World's Surfing Championship in Peru; the International Motor Car Association's Sprint Car Championships at Tampa, Fla., and Nassau Speed Week, the top event of the Winter road racing season.

"NBC Sports in Action" takes the time period currently occupied by "Sunday." A new time period for the "Sunday" program will be announced.

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NBC-New York, 11/17/64

NBC TRADE NEWS

November 17, 1964

B. DONALD (BUD) GRANT NAMED MANAGER,
DAYTIME PROGRAM OPERATIONS,
NBC TELEVISION NETWORK

Appointment of B. Donald (Bud) Grant to Manager, Daytime Program Operations, NBC Television Network, was announced today by William F. Storke, Vice President, Program Administration, NBC Television Network.

Mr. Grant, who joined NBC in 1956 in the company's Executive Training Program, has held key positions in several departments of NBC-TV programming, including Nighttime Programs, "Project 20," "Today," and Participating Programs. In his new capacity he will report to Robert F. Aaron, Director, Daytime Programs.

Since January, 1962, Mr. Grant has been Manager, Nighttime Program Operations. Before that he was Unit Manager, "Project 20," associated with many outstanding special programs, including "Laughter, USA," "Merrily We Roll Along," "The Ziegfeld Touch," "Music of the Thirties," "George M. Cohan," "Circus," "Robert E. Lee," "U. S. Grant: An Improbable Hero," "Cops and Robbers" and "Beauty of Women."

Mr. Grant was also Unit Manager, "Today" show, and Manager, Participating Programs, at NBC. The first position he assumed after completing the Executive Training Program in 1958 was as a production assistant with "Today."

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2 - B. Donald (Bud) Grant

Before joining NBC, Mr. Grant was employed by WAAM-TV, Baltimore. He served in the United States Coast Guard from 1953 to 1955.

Mr. Grant is a 1953 graduate of Johns Hopkins University, Baltimore. He is a member of the National Academy of Television Arts and Sciences.

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NBC-New York, 11/17/64

NBC COLOR TELEVISION NEWS



November 17, 1964

NBC OPERA COMPANY PRODUCTION OF MENOTTI'S
"AM AHL AND THE NIGHT VISITORS"
TO BE YULE SEASON COLORCAST

Gian Carlo Menotti's beloved Christmas opera "Amahl and the Night Visitors" will be colorcast by the NBC-TV Network this season on Sunday, Dec. 20 (3-4 p.m. EST). The production, which was new last year, had an all new cast as well as new sets and costumes. Kurt Yaghjian sings the role of Amahl, Martha King is the mother, John McCollum is King Caspar, Willis Patterson is King Balthasar and Richard Cross is King Melchior. Julian Patrick is the page. The performance was conducted by Herbert Grossman.

The opera was commissioned by the NBC Opera Company, and was first presented on Christmas Eve 1951. Its overwhelming success led to a second performance the following Easter, and it has been given by NBC every Christmas season since then. Menotti wrote both the music and the libretto. Hundreds of performances of this work are given every year by small opera companies, churches and schools. Performances have been given in many languages all over the world.

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The simple story tells of a crippled shepherd boy and his mother, who are near starvation. They are visited by the Three Kings on their way to visit the "Child about to be born." When they explain the reason for the gifts to the mother after she had tried to steal some of the Kings' gold for her son, Amahl offers his crutch as a gift to the Child. He is miraculously cured of his lameness and follows the Kings to pay thanks to the Child.

"Amahl and the Night Visitors," a production of the NBC Opera Company, was produced by the late Samuel Chotzinoff. Kirk Browning was director. Frank Skinner designed the sets and Lewis Brown the costumes.

This will be the 15th presentation of "Amahl" on NBC-TV.

----- NBC-TV PROGRAM HIGHLIGHT DEC. 20 -----

NBC OPERA COMPANY: "Amahl and the Night Visitors" --
Color presentation of the Menotti Christmas opera.

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NBC-New York, 11/17/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 17, 1964

MEMORIAL MASS FOR PRESIDENT KENNEDY TO BE TELEVISED

FROM BOSTON'S HOLY CROSS CATHEDRAL ON NBC

- - -

Event to Mark First Roman Catholic Mass in English on TV

A Memorial Mass for the late President John F. Kennedy will be telecast Sunday, Nov. 22 (NBC-TV, 10-11 a.m. EST) from Holy Cross Cathedral in Boston.

It will be the first Roman Catholic Mass in English to be televised.

Richard Cardinal Cushing will be the celebrant and Msgr. Walter L. Flaherty will be the program narrator.

NBC News correspondent Bill Ryan has been assigned to the telecast.

Craig Fisher will produce the program for NBC News.

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 17, 1964

PROGRAM CHANGE FOR 'HUNTLEY-BRINKLEY REPORT'

The interview with Texas Governor John B. Connally, previously scheduled for the "Huntley-Brinkley Report" of Friday, Nov. 20 (as listed in the NBC Daily News Report of 11/16/64), has been canceled.

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November 18, 1964

NBC ENTERPRISES TALLIES OVER \$1,800,000

IN SALES OVER A 30-DAY PERIOD

NBC Enterprises has tallied over \$1,800,000 in sales over a 30-day period -- from Oct. 14 to Nov. 13 -- it was announced today by George A. Graham Jr., Vice President in charge of NBC Enterprises. Both the International and Domestic operations of this division of the National Broadcasting Company were accounted for in these sales, Mr. Graham said.

NBC International's Joseph M. Klein reports sales of "Bonanza," "Tokyo Summer Olympics," "The Warren Report," "John F. Kennedy Remembered," "Profiles in Courage" and such NBC specials as "The Louvre," "Quebec Oui, Ottawa Non," "The River Nile," "The Death of Stalin," "The Rise of Khrushchev," "The Great Wallendas" and "The World of Sophia Loren."

"Bonanza," the number one seller in the world, added to its viewers: Cyprus Broadcasting Corporation, OY Yleisradio AB (Finland), Sveriges Radio (Sweden), Dongyang Broadcasting Corp. (Seoul), Caribbean Broadcasting Corp. (Barbados), and Radio Hin CXA (Dominican Republic).

The "Tokyo Summer Olympics," which has received laudatory comments from all of the countries buying it, was purchased by Panama, Jamaica, Sierra Leone, Liberia, Algeria and Nigeria, in addition to Peru, Venezuela, Argentina, Mexico, Colombia, and Brazil, previously reported buyers, according to Mr. Klein.

"Harris Against the World," "Car 54, Where Are You?" "Kentucky Jones," "Panic," "Pony Express," and "The Richard Boone Show" were sold to a group of British commercial contractors: Television West Wales, Tyne Tees Television, Scottish TV, Westward TV, Anglia TV, Ulster TV, and Southern TV.

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Morris Rittenberg of NBC Domestic Enterprises reports syndicated sales of "Laramie," "Astro Boy I and II," "Continental Classroom," "Car 54, Where Are You?" "Science In Action," "The Richard Boone Show," "People Are Funny" and "Funny Manns" through NBC Films, a division of Domestic.

"Laramie" was bought by KREX-TV, Grand Junction, Colo., and WTCN-TV, Minneapolis, Minn. "Astro Boy I and II" was purchased for CKLW-TV, Detroit; WNYS-TV, Syracuse; KHJ-TV, Los Angeles; WVUE, New Orleans, and KUTV, Salt Lake City.

The remaining series were sold to WHYN-TV, Springfield, Mass.; WNYS-TV, Syracuse; WHEC-TV, Rochester; WINK-TV, Ft. Myers, Fla.; KCEN-TV, Temple, Texas; and WTVM, Columbus, Ga., Mr. Rittenberg said.

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NBC-New York, 11/18/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 18, 1964

EPIC STORY OF "THE BATTLE OF THE BULGE" TOLD IN NBC NEWS
TV SPECIAL DEC. 15--THE EVENT'S 20TH ANNIVERSARY

"To tell the story of the Battle of the Bulge, we have gone to the men who fought it," says NBC's Frank DeFelitta. "We have taken some of them back to the very ground they defended 20 years ago. We have probed their memories."

This epic battle will be re-created in an NBC News special program, "The Battle of the Bulge," Tuesday, Dec. 15 on NBC-TV (10 to 11 p.m. EST). The telecast will be presented exactly 20 years after the battle began with a surprise German attack. Chet Huntley will narrate portions of the program, which DeFelitta is producing, writing and directing.

Gen. Anthony C. McAuliffe is one of several men whom NBC took to the scenes of their experiences in the battle. He was the commander of the U. S. forces at Bastogne whose famous reply to the German surrender ultimatum was "Nuts." Describing the defense of Bastogne, he tells how the town "was saved first and above all by the courage and determination of the American soldiers."

Filmed at his command post across the Our River from the American lines, Baron Hasso Von Manteufel, general in command of the Fifth Panzer Army, explains that "the defense of Bastogne, undertaken under apparently hopeless circumstances, was instrumental in foiling our offensive plans." Baron Manteufel also tells of his "astonishment" at

(more)

finding the Seventh Armored Division in St. Vith on the way to Bastogne and the unexpectedly vigorous resistance it presented. The delay, he says, put the entire German offensive three days behind schedule.

Gen. Bruce Clarke, commander of the Seventh Armored Division, recalls how his men held St. Vith for those three important days by counter-attacking at every opportunity. When the Seventh Armored recaptured the town about a month later, it had been reduced to rubble and no living creatures were left.

Other first-person accounts of the battle are given by Gen. Ernie Harmon, famed commander of the Second Armored Division, who commanded the American forces in the largest tank battle of the Western war; Sgt. Kenneth Ahrens, who escaped the massacre of 86 men at Malmedy; Sgt. Jim Revell, who survived tremendous shelling on Elsenborn Ridge; Gen. Omar N. Bradley, who directed the southern half of the Allied defense; Col. Robert Reppa, whose assignment to a "rest area" led to his unexpected capture, and Madame Marthe Monrique, who stopped the Second Panzer Division at Celles with the lie that the roads ahead had been heavily mined.

These personal reminiscences and others will be interspersed with historic film of the battle, original film of the terrain as it looks today, the dramatic use of still photographs, and specially prepared maps and animation making clear the complicated maneuvers.

News reports of the battle will be taken from the tapes of actual NBC Radio broadcasts of that time. The voices heard will be those of Merrill Mueller, Morgan Beatty, Richard Harkness, Lowell Thomas, H. V. Kaltenborn, James Cassidy and the late Don Hollenbeck.

(more)

3 - 'The Battle of the Bulge'

The program will have original music composed and conducted by Jacques Belasco, who has written the scores for more than 20 NBC-TV specials during the past seven years. Among these scores was the music for "Vincent Van Gogh: A Self-Portrait," which received an Emmy Award nomination for "outstanding achievement in original music composed for TV."

-----NBC-TV PROGRAM HIGHLIGHT DEC. 15-----

NBC NEWS SPECIAL: "The Battle of the Bulge" --
The story of the epic battle of World War II,
presented on its 20th anniversary.

-----O-----

NBC-New York, 11/18/64

NBC COLOR TELEVISION NEWS



November 18, 1964

SONG-DANCE-COMEDY FORMAT IN FAST-PACED "NBC FOLLIES OF 1965,"
STARRING STEVE LAWRENCE WITH CAST OF HEADLINE GUESTS;
COLORCAST IS SEASON'S FIRST "SNEAK PREVIEW SPECIAL"

"NBC Follies of 1965," starring Steve Lawrence with guest stars Juliet Prowse, Jill St. John, Allan Sherman, Nipsey Russell and Bitter End Singers, will be presented in color Friday, Nov. 27 (10-11 p.m. EST).

This full-hour program is NBC-TV's first "sneak preview special" of the 1964-65 season in which Lawrence headlines a novel television concept, featuring fast-paced songs, dances and comedy.

Sponsor is Timex Watches, through the Warwick & Legler Inc. agency.

The musical numbers are:

"Cotton Fields"....Lawrence, with singers and dancers.

"What Is This Thing Called Love".....Lawrence.

"Guys and Dolls"....Miss Prowse, Miss St. John and
Lawrence.

"Looking for a Boy".....Song and dance by Miss Prowse,
with male dancers.

"A Hymn to Him".....Lawrence, Miss St. John and
Sherman.

"Open Up the Doghouse".....Lawrence and Russell in duet.

(more)

"Camptown Races" and "Toot Toot Tootsie".....Sung by
Lawrence with chorus providing kazoo background.

"Ballet School Dance".....Miss Prowse, with dancing chorus.

"Playmates".....Duet by Lawrence and Miss St. John.

"Hail to Thee".....Sherman.

"When You and I Were Young Maggie Blues"....Bitter End
Singers.

"Nipsey's Dance Lesson".....Russell teaches Mashed
Potato, Slop, Frug, Swim to Lawrence, Miss Prowse
and Miss St. John.

"People".....Lawrence.

"Good Advice".....Sherman, Miss Prowse, Russell, Miss
St. John and Lawrence.

"NBC Follies of 1965" will be produced by George Schlatter
and directed by Sid Smith.

-----NBC-TV PROGRAM HIGHLIGHT NOV. 27-----

NBC FOLLIES OF 1965: Steve Lawrence stars and Juliet
Prowse, Jill St. John, Allan Sherman, Nipsey Russell and
Bitter End Singers are guest stars in this season's first
"sneak preview special." (Color.)

-----O-----

NBC-New York, 11/18/64

CREDITS FOR THE 'NBC FOLLIES OF 1965'

Title: "NBC Follies of 1965"

Time: NBC-TV colorcast, Friday, Nov. 27, 10 to 11 p.m. EST.

Starring: Steve Lawrence

Guest stars: Juliet Prowse, Jill St. John, Allan Sherman, Nipsey Russell and Bitter End Singers.

Description: This season's first "sneak preview special" presenting a novel television concept featuring fast-paced musical numbers, dance arrangements and comedy.

Producer: George Schlatter

Director: Sid Smith

Written by: Arnie Rosen and Coleman Jacoby

Special routines by: Allan Sherman, Nipsey Russell and Joe Ergas

Musical director: Joe Guercio

Musical arrangements by: Don Costa

Choral direction and vocal arrangements by: Dick Williams

Associate producer: Phil Bodwell

Dance numbers staged by: James Starbuck

Design by: Jan Scott

Costumes by: Lewis Brown

Unit managers: Joe Hewes

Makeup: Barbara Armstrong

Hair stylist: Betty De Stefano

Associate director: Dave Wilson

Lighting director: Phil Hymes

Production Assistants: Madeline Bloom and Marti Heuer

Sponsor (and agency): Timex Watches (Warwick & Legler Inc.)

Point of Origin: NBC Studios, New York

NBC Press Representative: Hal Bender (New York)

NBC COLOR TELEVISION NEWS



November 18, 1964

ALL-NEW ADVENTURES OF 'RUDOLPH, THE RED-NOSED REINDEER'
TOLD IN ANIMATED COLORCAST OF 'G-E FANTASY HOUR'

"Rudolph the Red-Nosed Reindeer," the shy little buck who emerges as a hero after being humiliated by his friends because of his shiny beak, encounters many adventures in the wild North before he reaches his night of glory in the NBC special colorcast of the classic Christmas story Sunday, Dec. 6 (5:30-6:30 p.m. EST).

Burl Ives is the off-camera voice of Sam the Snowman, in the fully animated color-filmed musical program presented as a holiday feature of the "G-E Fantasy Hour." The all-new TV adaptation of Robert L. May's 25-year-old Yuletide favorite was written by Romeo Mueller.

Seven new Christmas songs, especially written for the color-cast by Johnny Marks, will be introduced on the show. His perennial "Rudolph the Red-Nosed Reindeer" will be the theme of the special.

As Ives narrates the TV adaptation, Rudolph is the butt of his fellow reindeer in Christmasville because of his shiny red nose. In desperation, he runs away with another outcast, Hermey the Elf, who would rather be a dentist than a toy-maker, and the pair of misfits brave the Arctic wilderness. They are chased by the Abominable Snowmonster and then meet prospector Yukon Cornelius, who takes them

(more)

2 - 'Rudolph the Red-Nosed Reindeer'

aboard his dog sled. When the monster gets too close, they all board an ice-floe and find refuge on the Island of Lost Toys. There they find a kingdom of living playthings that would fulfill every wish of every lonesome child.

The trio returns to Christmasville to tell Santa Claus of their discovery and learn that Rudolph's family was captured by the Abominable in their search for him. The shiny-beaked buck tracks them to the monster's forbidding cave and, with his friends' help, effects their rescue. Then a great blizzard strikes and threatens to cancel Christmas until Santa asks, "Rudolph, with your nose so bright, won't you guide my sleigh tonight." The little reindeer proudly takes his place to lead the sleigh team through the storm and above the clouds on Christmas Eve.

The story of "Rudolph the Red-Nosed Reindeer" on NBC-TV will be enacted by puppets "brought alive" in the special "Animagic" (dimensional animation) technique created by its producers, Arthur Rankin Jr. and Jules Bass of Videocraft International. Larry Roemer directed the program, for which Maury Laws did the orchestration.

NBC-TV PROGRAM HIGHLIGHT DEC. 6

G-E FANTASY HOUR: "Rudolph the Red-Nosed Reindeer" -- An all-new TV adaptation of the Yuletide classic presented in a fully animated color-filmed musical Christmas feature. Burl Ives is off-camera voice of Sam the Snowman, who sings and tells the story of the hapless buck who became a hero when a blizzard threatened to cancel Christmas. (Color.)

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NBC-New York, 11/18/64

NBC'S FRANK BLAIR TO BE A NARRATOR FOR NEW YORK SHOW
AIDING COMEBACK INC., NATIONAL HEALTH SERVICE AGENCY

Frank Blair, of NBC-TV's "Sunday" and "Today" and NBC Radio's "Monitor" will be a narrator for the special show highlighting the annual dinner sponsored by Comeback Inc., Friday night, Nov. 20, at New York's Waldorf-Astoria Hotel.

Comeback Inc. is a national, non-profit voluntary health service agency working solely in the field of social rehabilitation.

The fund-raising dinner-dance has as its theme New York City's Tri-Centennial celebration. The show, which Blair will narrate with actor Martyn Green, will trace New York's 300-year history in comedy and music. New York's Mayor Robert F. Wagner is chairman of the event and will be among the guests.

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NBC-New York, 11/18/64

NBC TELEVISION NETWORK NEWS

November 18, 1964

PRESTO! NOW YOU SEE IT...

"Today" to Devote Full 2-Hour Telecast to Magic and Magicians

"Today" will present a special two-hour program on "The World of Magic," featuring some of the foremost professional magicians performing their specialties, on the NBC-TV Network Thursday, Dec. 3 (7-9 a.m. EST).

"Today's" Hugh Downs and Barbara Walters will guide viewers through the world of magic with the assistance of Felix Greenfield, president of the New York Chapter of the International Brotherhood of Magicians, as the guide.

The program will trace the history of magic from its beginnings to the present, from sleight-of-hand, the earliest type of magic, to "sleight-of-mind" or psychological deception, the magic of the present and future. There will also be a discussion of the different types of magical performances illustrated by the leading exponents of the various techniques.

Magicians who will be featured on the telecast doing their specialties will be Mohammed Bey, a sleight-of-hand expert; the Great DeLage and Margaret, illusionists; Scalzo, whose "dove deceptions" use live birds; The Amazing Randi, an escape artist; Kudabux, who "sees" despite heavy blindfolds, and Greenfield, who will perform "close-up" magic close to the TV cameras and also demonstrate psychological deceptions and experiments in ESP (extrasensory perception).

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NBC TELEVISION NETWORK NEWS

November 18, 1964

SHEPPERD STRUDWICK JOINS 'ANOTHER WORLD' CAST IN THE LEADING ROLE OF JIM MATTHEWS

Shepperd Strudwick has joined the cast of "Another World" in the leading role of Jim Matthews. He replaces Leon Jannet, who formerly played the part in the NBC-TV daytime dramatic serial (Mondays through Fridays, 3 p.m. EST). Strudwick joins other principal players including Virginia Dwyer, William Prince, Susan Trustman, Augusta Dabney and Liza Chapman.

Strudwick is one of those successful actors who is hard to pigeonhole. He has appeared in a wide variety of dramatic and comedy roles on the Broadway stage since his debut in "Yellow Jack." In motion pictures he has played in more than 40 feature films over the years, and he can recall more than 75 different TV parts. Last season he added new laurels playing the lead on Broadway in "Who's Afraid of Virginia Woolf?"

"Another World" is written by Irna Phillips and directed by Tom Donovan. Allen Potter is producer.

-----O-----

November 19, 1964

PREMIERE

PROCTER AND GAMBLE TO SPONSOR 'BRANDED,' NEW
NBC-TV SERIES STARRING CHUCK CONNORS

"Branded," a new, half-hour television series starring Chuck Connors in an unusual Western role, will premiere on NBC-TV Sunday, Jan. 24 (8:30-9 p.m. EST), it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

The series will be produced by Goodson-Todman Productions, and will be sponsored by Procter and Gamble Co., through Leo Burnett Company, Inc. The program will replace "The Bill Dana Show," currently broadcast in that time period.

"Branded's" format is novel, compared to traditional Western programs, in that Connors -- unlike the standard TV western protagonist -- plays a West Point Army officer unjustly disgraced and subsequently dismissed from the service for cowardice. The series portrays the officer's attempt to clear his name. The setting is America in the 1880s, an era of the country's great expansion and growth in the Far West.

"Branded" was developed by Larry Cohen, who won wide critical acclaim, including an Emmy Award, for his play, "The Madman," telecast in 1962, on "The Defenders." Cohen is working exclusively as script consultant for "Branded."

(more)

Chuck Connors was the star of two other previous television series, last season's "Arrest and Trial," and for five years prior to that "The Rifleman," also sponsored by Procter & Gamble.

Connors has performed extensively in various television guest-star roles. He has played in drama series including "The Loretta Young Theater," "Tales of Wells Fargo" and "The Restless Gun," and in non-dramatic appearances on "The Bob Hope Show," "The Steve Allen Show," "The Dinah Shore Show" and the NBC-TV special, "The American Landscape." Currently he is starring in the movie "Synanon."

Production of "Branded" is scheduled to begin shortly at Paramount Studios in Hollywood.

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NBC-New York, 11/19/64

NBC TRADE NEWS

November 19, 1964

MINUTE MAID TO SPONSOR TOURNAMENT OF ROSES PARADE COLORCAST ON NBC-TV NETWORK FOR 11TH CONSECUTIVE YEAR

The Minute Maid Division of the Coca-Cola Company -- for the 11th consecutive year -- will sponsor the Tournament of Roses Parade colorcast from Pasadena, Calif., on NBC-TV New Year's Day, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

Lorne Greene, co-star of NBC-TV's "Bonanza," and Betty White will describe the event. This 76th annual Tournament of Roses Parade, which precedes the Rose Bowl football classic, will be telecast 11:30 a.m. to 1:45 p.m. EST.

The Minute Maid purchase was placed through Ted Bates & Company Inc.

(NBC-TV will colorcast the Rose Bowl football game on New Year's Day starting at 4:45 p.m. EST.)

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NBC TRADE NEWS

November 19, 1964

SCOTT PAPER CO. BUYS INTO 8 NBC-TV PRIME-TIME PROGRAMS

The Scott Paper Co. has purchased sponsorship in eight prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Alfred Hitchcock Hour," "Mr. Novak," "The Virginian," "Daniel Boone," "The Jack Paar Program," "Saturday Night at the Movies," "The Andy Williams Show" and "The Jonathan Winters Show."

The Scott Paper Co. order was placed through J. Walter Thompson.

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NBC TRADE NEWS

November 19, 1964

BEECHAM PRODUCTS BUYS SPONSORSHIP IN 5 NBC-TV PRIME-TIME SHOWS

Beecham Products Inc. has purchased sponsorship in five prime-time NBC-TV programs for 1965, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Andy Williams Show," "The Jonathan Winters Show," "The Man from U.N.C.L.E.," "That Was the Week That Was," and "Wednesday Night at the Movies."

The Beecham Products, Inc. order (for Brylcreem) was placed through Kenyon & Eckhardt, Inc.

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NBC COLOR TELEVISION NEWS



November 19, 1964

GOWER CHAMPION, PRODUCER AND DIRECTOR OF MARY MARTIN'S NBC
EASTER SPECIAL, ON BRAZIL TRIP WITH WIFE TO VISIT STAR AND
HER HUSBAND, SHOW'S EXECUTIVE PRODUCER RICHARD HALLIDAY

Gower Champion, who will produce and direct NBC-TV's 90-minute
colorcast, "Mary Martin Presents Easter at the Radio City Music Hall,"
and his wife, Marge, have flown to Brazil to visit Miss Martin and her
husband, Richard Halliday, at their ranch home in the heart of South
America's largest country.

Champion will discuss with Miss Martin and her husband the
holiday special which will be taped in March at the NBC Studios in New
York.

Miss Martin will perform and also serve as hostess for the
program, of which Halliday will be executive producer.

Marge Champion often assists her husband in his directorial
activities. She was a special consultant for Gower's staging of the
current musical success, "Hello, Dolly!" for which he won two Antoinette
Perry (Tony) awards.

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NBC COLOR TELEVISION NEWS



November 19, 1964

SENATOR-ELECT ROBERT F. KENNEDY AND PETER LAWFORD
TO BE 'TONIGHT' GUESTS WITH SAMMY DAVIS AS HOST

Senator-elect Robert F. Kennedy will be a guest Monday, Nov. 23 on NBC-TV's "Tonight Show Starring Johnny Carson" colorcast (11:15 p.m.-1 a.m. EST), when the host for the evening will be Sammy Davis. Senator-elect Kennedy's brother-in-law, Peter Lawford, already has been announced as a guest for Nov. 23.

Sammy Davis will tape the program early (6:15 p.m. EST) so that he can make the first act curtain of the Broadway show, "Golden Boy," of which he is the star.

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NBC COLOR TELEVISION NEWS
FESS PARKER ("DANIEL BOONE") TO BRING REPLICA OF BOONESBOROUGH

TO NEW YORK CITY IN MACY'S THANKSGIVING DAY PARADE

Fess Parker, who has the title role in NBC-TV's "Daniel Boone" series, will bring a replica of Boonesborough to the streets of New York City when he rides the Daniel Boone float in the 38th annual Macy's Thanksgiving Day Parade to be colorcast by NBC-TV Thursday, Nov. 26 (10-11:30 a.m. EST).

In his Daniel Boone attire, Parker will command a 25-foot float dominated by a log cabin festooned with fur pelts. Two authentic trees -- a 24-foot ash and 30-foot red birch -- red oak leaves, many colorful ears of corn and papier mache pheasants also will decorate the float.

The float will be "under attack," during the parade procession, by about 35 Indians, in full costume, of the Nawaganti tribe from Baton Rouge, La.

Lorne Greene, co-star of NBC-TV's "Bonanza" series, and Betty White will be the commentators of the 90-minute holiday program, which also will feature six huge, high-flying figure balloons, other colorful floats, marching bands and dancing, singing and comedy groups. Performances by many of the entertainers and all of the bands in front of Macy's at Herald Square will be presented exclusively by NBC-TV.

Ed Pierce will be producer and Lee Tredenari director of this holiday special for NBC-TV.

-----o----- NBC-New York, 11/19/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

JOHN CHANCELLOR IS NAMED NBC NEWS' WHITE HOUSE CORRESPONDENT

- - -

Robert Goralski Becomes State Department Correspondent

--Elie Abel Is Appointed Diplomatic Correspondent

John Chancellor of NBC News' Washington staff has been named White House correspondent, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

In other changes of assignments, Robert Goralski, who has been covering the White House, was designated State Department correspondent, and Elie Abel was named Diplomatic correspondent concentrating on foreign affairs areas. Abel also will be a roving correspondent on major international and national news stories.

Nancy Dickerson and Ron Nessen will continue to provide additional coverage of the White House.

Chancellor was assigned to the Washington Bureau last September after fulfilling the important role of television floor reporter at the Republican and Democratic conventions. He returned to New York for the Election Night assignment of reporting the vote projections and analysis provided by NBC's "Electronic Vote Analysis" system.

Since 1950 Chancellor has covered every Presidential campaign and all but one important off-year election for NBC News. He traveled with Adlai E. Stevenson during the 1956 campaign, and was a television floor reporter at both conventions that year. In 1960 he interviewed the candidates on "The Great Debates" and handled the Midwest Desk on Election Night.

(more)

Chancellor joined NBC News in 1950 as the network's Midwestern correspondent after two years on the Chicago Sun-Times. He worked in NBC's Vienna and London bureaus, and in mid-1960 was named chief of NBC News' Moscow Bureau. In this post he covered the trial of Francis Gary Powers and the space flight of Yuri Gagarin, among other important stories. For one year beginning July, 1961, he was host of NBC-TV's "Today" program.

Last year Chancellor headed the NBC News bureau covering the Common Market in Brussels. His reporting has won him a national Sigma Delta Chi Award and a Robert E. Sherwood Award.

Goralski joined NBC News in August, 1961, after four years with the Voice of America in Washington. He covered the White House on weekends for more than two years before taking over the beat on a full-time basis early this year. He has accompanied President Johnson on many of his official trips and in much of his campaign activity. Among notable special assignments, Goralski covered the dramatic mine rescue operations at Sheppton, Pa., last Summer.

Abel joined NBC News in November, 1961, as State Department correspondent. This assignment has taken him to Europe three times -- to cover the NATO Council meeting and the Geneva disarmament conference, and to accompany Secretary of State Dean Rusk on a tour of Allied capitals. He was a reporter for 10 years on the New York Times. He left that newspaper in 1959 to become chief of the Washington bureau of the Detroit News, and that same year covered Premier Khrushchev's tour of the United States.

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NBC-New York, 11/19/64

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

CREDITS FOR 'JOHN F. KENNEDY REMEMBERED,' NBC NEWS SPECIAL
ON NBC-TV SUNDAY, NOV. 22 (6:30-7:30 P.M. EST)

Description:

A memorial to President Kennedy on the first anniversary of his assassination. The program will start at the President's grave in Arlington National Cemetery and move backward in two ways: backward along the route the cortege followed from the Capitol, backward in time to the Inauguration. At points along the way NBC News correspondents will recall, through their own words and through the use of appropriate Kennedy films, the high points of John F. Kennedy's brief White House years.

Produced by

Lou Hazam

Directed by

Tom Priestley

Written by

Lou Hazam

Edited by

Constantine S. Gochis

Photographed by

LeRoy Anderson

Narrated by

Frank McGee

Correspondents:

David Brinkley, Sander Vanocur, Ray Scherer,
Edwin Newman and Chet Huntley

Associate Producer:

Daniel Karasik

Unit Manager:

Douglas P. Sinsel

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NBC-New York, 11/19/64

NBC COLOR TELEVISION NEWS



November 19, 1964

CREDITS FOR 'YOUR ALL-TIME FAVORITE SONGS,'
NBC-TV THANKSGIVING DAY COLOR SPECIAL

Program: "Your All-Time Favorite Songs" (Color)
Day: NBC-TV colorcast Thursday, Nov. 26
(7:30-8:30 p.m. EST).
Starring: Dean Martin and Al Hirt
Special Guest: Eydie Gorme
Format: 20 all-time favorite songs, as selected by
persons from all 50 states in a poll
conducted by Reader's Digest
Producer: Roger Gimbel
Director: Dwight Hemion
Writers: Frank Peppiat and John Aylesworth
Orchestra: Jerry Fielding
Choreographer: Nick Castle
Choral Director: Dick Williams
Sponsor: Mohasco Industries Inc. for its divisions:
Mohawk Carpet Mills and Futorian Furniture.
Agency: Maxon Inc.
Origination: NBC Studios, Burbank, Calif.
NBC Press representatives: Bob Bowen, Burbank; Betty Lanigan, New York.

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November 20, 1964

NBC-TV REPORTS DAYTIME SALES EXCEEDING \$3,000,000 IN WEEK

Daytime sales totaling more than \$3,000,000 were recorded by NBC-TV for the week ending Nov. 13, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Eight advertisers purchased sponsorship in six shows. The programs are "Concentration," "Say When," "What's This Song?" "Jeopardy," "Truth or Consequences" and "You Don't Say!"

The advertisers and their agencies are P. Lorillard Co. (Grey Advertising Inc. and Lennen & Newell Inc.); United Fruit Co., (Batten, Barton, Durstine and Osborn); Warner-Lambert Inc. (Ted Bates & Co.); Armour Grocery Products (Foote, Cone and Belding); American Home Products (Ted Bates & Co.); The Gillette Co. (Maxon Inc.); McKesson & Robbins Inc. (Kastor, Hilton, Chesley, Clifford & Atherton Inc.) and The Simoniz Co. (Dancer-Fitzgerald-Sample).

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NBC RADIO NETWORK NEWS

November 20, 1964

JACK BERNSTEIN OF NBC TO ADDRESS SEMINAR ON "NETWORK RADIO'S VALUE AS AN ADVERTISING AND SELLING MEDIUM"

Jack Bernstein, Manager of Sales Promotion, NBC Radio Network, will address the Dec. 10th seminar of the Advertising and Marketing course of the Advertising Club of New York. "Network Radio's Value as an Advertising and Selling Medium" will be his topic.

Mr. Bernstein will explain how advertisers and agencies are now catching up with the general public in recognizing the present-day values of radio, especially network radio.

He also will show the NBC Radio Network's 1965 general presentation. With Frank McGee as host, the presentation features the extensive talents who appear on the NBC Radio Network. A feature on radio advertising in various countries around the world also will be presented. NBC Newsmen John Rich, Tokyo; Irving R. Levine, Rome; and David Weber, Mexico City, will participate in this presentation by way of taped excerpts.

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November 23, 1964

GENERAL MOTORS PURCHASE OF ONE-QUARTER SPONSORSHIP IN
NBC-TV COVERAGE OF EAST-WEST SHRINE FOOTBALL GAME
MAKES TELECAST OF JAN. 2 EVENT COMPLETE SELLOUT

The General Motors Corp., on behalf of the A. C. Spark Plug and Oldsmobile divisions, has purchased one-quarter sponsorship in the telecast of the East-West Shrine football game, Saturday, Jan. 2, bringing the telecast to a sold-out position, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

Other sponsors (and their agencies) as previously announced are: R. J. Reynolds Tobacco Co. (Wm. Esty Co.) one-quarter sponsorship and Savings and Loan Foundation (McCann-Erickson Inc.) one-half sponsorship.

The General Motors order was placed through D. P. Brother and Co., Inc.

The East-West Shrine game will be telecast 4:45-7:30 p.m. EST.

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NBC COLOR TELEVISION NEWS



November 23, 1964

UNION CENTRAL LIFE INSURANCE COMPANY SPONSORING

DEC. 21 NBC COLORCAST OF 'THE COMING OF CHRIST'

Program Will Be Fourth Presentation of 'Project 20' Production

One of television's works of permanence, "The Coming of Christ," will have its fourth presentation on the NBC-TV Network Monday, Dec. 21 (8:30-9 p.m. EST). Union Central Life Insurance Company will sponsor the "Project 20" color program.

Critics have hailed this program variously as "masterpiece," "classic," "one of television's lasting accomplishments," "one of the most remarkable programs ever to appear on the nation's TV screens." Its premiere Dec. 21, 1960, attracted 35,000,000 viewers, and its two subsequent screenings won audiences almost as large.

Donald B. Hyatt was the producer-director. Richard Hanser wrote the script, almost wholly in the words of the Bible itself, and Robert Russell Bennett composed and conducted the original orchestral score. Alexander Scourby is the narrator.

In telling the story of the coming of Christ and His early ministry -- beginning with the Old Testament prophecies foretelling the coming and ending with the Sermon on the Mount -- the program utilizes a strikingly realistic still-pictures-in-action technique that brings to life some 300 masterpieces of painting of the late Middle Ages and the Renaissance, works drawn from 50 museums, churches and private collections in a dozen countries.

(more)

Selected with an eye to both their realism and their reverential power, the paintings are the work of such artists as Rembrandt, Rubens, Raphael and Velasquez, among the most famous, and also of such lesser-known masters as Dirk Bouts, Hugo van der Goes, Quentin Massys, and Rogier van der Weyden. These masterworks range from tiny miniatures to vast altarpieces, but the camera concentrates on faces and other detail, so that viewers are intimately shown the persons, places and incidents of Christ's life.

Currently, the "Project 20" unit is at work on "The Law and the Prophets," a half-hour color program dealing with the Old Testament and using masterpieces of painting and the words of the Bible in the manner of "The Coming of Christ" and its successor, "He Is Risen," a half-hour color program treating the last years of Christ's ministry.

Meldrum & Fewsmith Inc. is the agency for Union Central Life Insurance Company.

-----NBC-TV PROGRAM HIGHLIGHT DEC. 21-----

THE COMING OF CHRIST -- The story of the coming of Christ and His early ministry told through the words of the Bible itself and a still-pictures-in-action technique that brings to life 300 masterpieces of painting of the late Middle Ages and the Renaissance. A "Project 20" production. (Color.) (Repeat.)

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NBC-New York, 11/23/64

NBC COLOR TELEVISION NEWS



November 23, 1964

TIMEX WATCHES TO SPONSOR "MR. MAGOO'S CHRISTMAS CAROL"
COLORCAST FOR THIRD CONSECUTIVE YEAR

"Mr. Magoo's Christmas Carol," which is becoming a Yuletide tradition, will be presented in color for the third consecutive year on the NBC-TV Network Friday, Dec. 18 (7:30-8:30 p.m. EST).

"Mr. Magoo's Christmas Carol" will be sponsored for the third consecutive year by Timex Watches (through the Warwick & Legler Inc. agency). It is a production of UPA Pictures Inc., in association with NBC-TV. The executive producer is Henry Saperstein and the director is Abe Levitow.

Jim Backus stars as the voice of Mr. Magoo, who portrays Ebenezer Scrooge in this repeat of television's first animated dramatization of Charles Dickens's "Christmas Carol." The Barbara Chain adaptation is a faithful rendering of the classic, retaining the spirit, the seriousness and the humor as Dickens intended to convey. The production also includes a musical score composed by the renowned songwriters, Jule Styne and Bob Merrill.

In addition to Backus, a notable cast was assembled for the full-hour special, which achieved high audience levels when it was presented in 1962 and 1963.

(more)

2 - "Mr. Magoo's Christmas Carol"

Musical comedy star Jack Cassidy will be heard as Bob Cratchit, underpaid and overworked clerk in Scrooge's counting house. Comedian Morey Amsterdam re-creates two roles, that of Brady and James, who, as acquaintances of Scrooge, coldly regard his funeral in the "Christmas Future" segment of the story.

Jane Kean portrays Belle Fezziwig, wife of old Fezziwig, under whom young Scrooge served as an apprentice. Royal Dano is the ghost of Marley, Scrooge's former business partner, who returns from the dead to haunt him on Christmas Eve.

Joan Gardner also plays two pivotal roles -- as Tiny Tim, Cratchit's lame son, and as Christmas Past. Les Tremayne is the voice of "Christmas Present." Paul Frees is Old Fezziwig and the undertaker, as well as other characterizations. Laura Olsher supplies Mrs. Cratchit's and various children's voices. Marie Matthews re-creates the voice of Scrooge as a child.

("The Famous Adventures of Mr. Magoo," featuring animated dramatizations of favorite stories, is a half-hour color series telecast Saturdays at 8 p.m. EST.)

-----NBC-TV PROGRAM HIGHLIGHT DEC. 18-----

MR. MAGOO'S CHRISTMAS CAROL: Animated dramatization of Dickens's classic story of the Yuletide season, with Jim Backus starring as the voice of Magoo, who portrays Scrooge. (Repeat, in color.)

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NBC-New York, 11/23/64

NBC COLOR TELEVISION NEWS



November 23, 1964

CAST AND CREDITS FOR REPEAT OF "MR. MAGOO'S CHRISTMAS CAROL"
FRIDAY, DEC. 18 IN COLOR ON NBC-TV NETWORK

Program: "Mr. Magoo's Christmas Carol"

Time: NBC-TV colorcast Friday, Dec. 18 (7:30 to 8:30 p.m. EST. Preempts "International Showtime.")

Format: Television's first animated dramatization of Charles Dickens' "A Christmas Carol," with Mr. Magoo as Scrooge, which will be presented for the third consecutive year. Previous colorcasts were Dec. 18, 1962 and Dec. 13, 1963.

Starring: The voice of Jim Backus as Mr. Magoo. Also featuring voices of Morey Amsterdam as Brady and James, Jack Cassidy as Bob Cratchit, Royal Dano as Marley's ghost, Paul Frees as Old Fezziwig, Joan Gardner as Tiny Tim and "Christmas Past," John Hart as Billings, Jane Kean as Belle Fezziwig, Marie Mathews as Little Scrooge, Laura Olsher as Mrs. Cratchit and Les Tremayne as "Christmas Present."

Executive Producer: Henry G. Saperstein
(more)

2 - Credits for "Mr. Magoo's Christmas Carol"

Producer: Lee Orgel

Director: Abe Levitow

Adapted by Barbara Chain

Musical setting by Jule Styne and Bob Merrill

Music director: Walter Scharf

Production Manager: Earl Jones

Sequence directors: Steve Clark, Gerald Baldwin, Duane Crowther

Production design: Lee Mishkin, Bob Singer, Richard Ung, Corney
Cole, Shirley Silvey, Tony Rivera, Marty
Murphy, Sam Weiss

Color styling: Phil Norman, Gloria Wood, Bob Inman, Jack
Heiter, Dave Weidman

Animation: John Walker, Hank Smith, Xenia, Ed Solomon,
Tom McDonald, Casey Onaitis

Editors: Sam Horta, Earl Bennett, George Probert,
Wayne Hughes

Origination: Color film, from NBC Color City, Burbank,
Calif.

Produced by UPA Pictures Inc., in association with NBC

Sponsor (and agency): Timex Corp. (through Warwick & Legler Inc.)

NBC Press Representative: Hal Bender, New York.

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NBC-New York, 11/23/64

NBC COLOR TELEVISION NEWS



November 23, 1964

RUDOLPH WITH HIS NOSE SO BRIGHT
COMES TO TV TO SPREAD DELIGHT

"Rudolph the Red-Nosed Reindeer," who will be "brought alive" on NBC-TV's "G-E Fantasy Hour" color special Sunday, Dec. 6 (5:30-6:30 p.m. EST), by the "Animagic" (dimensional animation) technique created by the show's producers, is no stranger to magic -- in fact he has been making it for his creator for the past 25 years.

The tiny reindeer started his magic in the Spring of 1939. Then, 24-year-old Robert L. May, a catalogue copywriter for Montgomery Ward in Chicago, with a penchant for parody, was assigned to write an amusing little animal story in verse for a Christmas booklet. It was intended as a gift for youngsters who went to the stores to see Santa Claus.

Rudolph's magic broke a commercial precedent that gave the usually anonymous copywriter a byline. May's name, along with illustrator Denver Tillen's, appeared on the original 38-page booklet. That season 2,400,000 copies were given away. The story was re-activated in 1946 -- after the paper shortage of World War II -- and 3,600,000 more booklets were given away that holiday season.

In 1947, Rudolph's magic resulted in a great gesture of generosity when Ward's chairman, Sewell Avery, gave May the company-owned copyright to the story. Then May found a book publisher willing to take a chance publishing a story that had been given away 6,000,000

(more)

times. The first printing of 100,000 copies sold out before the demand even slackened.

Rudolph's magic turned to music in 1949 when Johnny Marks, composer of Christmas hit tunes, wrote and published "Rudolph the Red-Nosed Reindeer," which soared to the top of the Hit Parade and became a Christmas classic in its own right.

To date, Rudolph's magic has sold 25,000,000 copies of his story in all forms of books ranging from hardcover to paperback, in big and little Golden Books, in pop-up, cut-out, coloring, comic and other varieties. The newest is a recently released handsome 25th anniversary edition illustrated by Marion Guild and published by Follett Publishing Co., Chicago. The story also has been printed in many foreign countries.

Rudolph's magic has touched several other areas including Marks's song (which has sold more than 40,000,000 records), some 500 products licensed in the U. S. and Canada bearing Rudolph's likeness, and in syndicated comic strips in 25 countries, story albums, and a Technicolor short by Max Fleischer.

The new TV adaptation of May's story by Romeo Mueller will continue the magic of "Rudolph the Red-Nosed Reindeer" in the NBC colorcast which will be performed by puppets "brought alive" by producers Arthur Rankin Jr. and Jules Bass of Videocraft International.

Burl Ives, as the off-camera voice of Sam the Snowman, narrates the story, and sings the Christmas classic, "Rudolph the Red-Nosed Reindeer" and two new songs, "A Holly Jolly Christmas" and "Silver and Gold."

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NBC-New York, 11/23/64

NBC SPORTS

A DEPARTMENT OF NBC NEWS

November 23, 1964

ARMY-NAVY GRID GAME IN PHILADELPHIA
WILL BE NBC-NCAA COLORCAST SATURDAY

The 65th renewal of the most colorful rivalry in inter-collegiate football will be the NCAA college football game of the week as NBC colorcasts the Army-Navy game from the John F. Kennedy Stadium in Philadelphia at 1:15 p.m. EST Saturday Nov. 28. Lindsey Nelson and Terry Brennan will be the commentators.

THE TEAMS

<u>ARMY</u>			<u>NAVY</u>		
34	The Citadel	0	21	Penn State	8
19	Boston College	13	35	Wm. & Mary	6
6	Texas	17	0	Michigan	21
2	Penn State	6	0	Ga. Tech	17
14	Virginia	35	13	California	27
0	Duke	6	14	Pitt	14
9	Iowa State	7	0	Notre Dame	40
15	Syracuse	27	22	Maryland	27
8	Pitt	24	27	Duke	14
107		135	132		174

One of the verities of intercollegiate football that has been used so much it has lost its credentials is the saying that "when traditional rivals get together, you can throw past records out the window." It still is true and in no series is this proved more often than in the Army-Navy series. Only last year once-beaten Cotton Bowl-bound Navy was expected to win easily from an up-and-down Army team but when the game ended, Army was on the one-yard line and the score was 21 to 15. Most who saw the game were as confident as the Army players that another play would have meant another touchdown and there is still confusion as to the circumstances of the ending of the game.

PRESS DEPARTMENT, 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK 10020

(more)

At West Point they say these last few seconds at Kennedy Stadium last Fall have been the basis for a year-long ever-recurring nightmare of the Cadet Corps. For two weeks this has been all the corps has talked about and when the Army team takes the field Saturday, they will be picking up where they were left off last year. No fight talks will be needed from Coach Paul Dietzel.

At Navy they say, as they do at Army, that "for us, the season begins with the Army-Navy game." But there is no denying that this has been a season of disappointment for Navy. The major disappointment of course has been the loss of Roger Staubach for so much of the season. Staubach, last year's Heisman trophy winner and everybody's All America quarterback, was expected to have even a greater season this Fall but injuries have kept him either out of the games or playing under a handicap. In Navy's last game, Duke, he was well for the first time since the William and Mary game and he put on a performance that proved he had lost none of his 1963 form.

This should be a battle of quarterbacks again -- with Army's Rollie Stichweh, who won the duel last year, running more than he passes while Staubach will be throwing early and often and running more from desperation than design when he does run. Two Naval Academy records are Staubach's for the breaking Saturday and they probably will be broken.

PLAYERS TO WATCH:

NAVY: Quarterback Roger Staubach is still as exciting a player as there is in action today and his farewell to college ball should be something to remember. Halfback Jimmy Angel, who blossomed in the Maryland game will do a lot of the Tars' groundwork as will be

(more)

3 - Football

Danny Wong, the new Navy fullback. Flanker back Calvin Huey will be a prime Staubach pass target. Tom Leiser will be filling halfback Kip Pascewitch's spot and will be getting a lot of work.

ARMY: Quarterback Rollie Stichweh is also an exciting quarterback and you know that when he rolls out, there's a much better than even chance that he will run with the ball. Coach Dietzel says Stichweh is the finest athlete he had ever coached and Coach Darrell Royal of Texas called Stichweh "the best college back in the country" after their game. End Sam Ciampi is a fine end who is also Stichweh's favorite target when he passes. Tackle Bill Zadel is good on both offense and defense and may go both ways against Navy. Linebackers Townsend Clarke and Sonny Stowers are both standouts. A sophomore back named Fred Barofsky is a good breakaway runner and fullback Don Parcells could be a standout if he comes close to his performance against Syracuse.

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NBC-New York, 11/23/64

• 2010 年 12 月 15 日

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NBC COLOR TELEVISION NEWS



November 23, 1964

CELEBRITIES AND FESTIVE FEATURES AND FLOATS AMONG
HIGHLIGHTS OF MACY'S THANKSGIVING DAY PARADE
TO BE COLORCAST FROM N.Y. ON NBC-TV NETWORK

Steve Lawrence and Victor Borge, currently starring on Broadway; Fred Gwynne and Al Lewis, stars of "The Munsters" TV series; and other showbusiness celebrities including Dave Garroway, Della Reese, Bil and Cora Baird, and comedians Soupy Sales, Joey Faye and Mickey Deems, will participate in the 38th annual Macy's Thanksgiving Day Parade to be colorcast by NBC-TV Thursday, Nov. 26 (10-11:30 a.m. EST).

The previously announced Fess Parker, star of NBC-TV's "Daniel Boone" series, will bring a bit of Boonesborough to New York City by riding the Daniel Boone float surrounded by 35 dancing Indians of the Nawaganti Tribe.

Lorne Greene, a star of NBC-TV's "Bonanza" series, and TV personality Betty White will be co-hosts of the 90-minute holiday special, which also will spotlight the traditional six soaring mammoth-sized figure balloons, colorful floats, performing bands and dancing and singing groups.

Many of the entertainers and all of the bands will perform their routines al fresco in front of Macy's at Herald Square which will be covered exclusively by NBC-TV.

(more)

Steve Lawrence, who portrays the title role of Broadway's "What Makes Sammy Run?" will be among the entertainers performing at the outdoor location. On Friday, Nov. 27, the singing star headlines "NBC Follies of 1965," which will be colorcast at 10-11 p.m. EST over NBC-TV.

Victor Borge, also a Broadway hit in his "Comedy in Music" show, will ride the New York float which will depict old and new landmarks of the city's five boroughs. The pianist-comedian also will perform.

Fred Gwynne and Al Lewis will ride "The Munsters" hot-rod hearse along the parade route from 77th Street and Central Park West to Herald Square.

Other celebrities who will perform include singing star Della Reese; Mickey Deems and Joey Faye, stars of the syndicated slapstick comedy TV series, "Mack and Myer for Hire," who will portray two zany billboard pasters in the parade; the Metropolitan Opera's ballet company under the direction of Alicia Markova; and Bil and Cora Baird's puppets.

Participating in its seventh parade, the Radio City Music Hall will have a float with a huge replica of the showplace's proscenium arch bearing members of its choral ensemble. The ensemble, Rockettes and Music Hall's ballet company will perform when the float reaches Herald Square.

Among the other exotic floats will be a circus calliope drawing a ring with a performing clown juggler and swaypole act. The Pan-American float, representing a tropical island, will carry a steel band from Trinidad. The "Sound of Music" float, an Alpine scene, will have a stage carved out of rock from which the Baird puppets will perform.

(more)

Other floats include a Toyland float, the Metropolitan Opera float on which a chorus will ride, the "First Men in the Moon" float which resembles the lunar surface, and of course, the Christmas float on which Santa Claus will be borne by his reindeer over a snow-covered village.

Fess Parker, Dave Garroway and Soupy Sales will wave greetings to young and old alike watching the parade on the streets of New York and across the country.

The performing bands include the following: the Hawthorne Cabilleros, of Hawthorne, N. J.; the Isaac Litton High School Band, of Nashville, Tenn.; the Radford College Band, of Radford, Va.; the Prince George High School Band, of Prince George, Va.; the Hanover Park High School Band, of Hanover, N. J.; the Garfield Cadets, of Garfield, N. J.; the Mainland High School Band, of Daytona Beach, Fla.; the Screaming Eagles Drill Team, of Utica, N. Y.; the Kensington String Band, of Philadelphia; the St. Camillus Drum Corps, of Rockaway Beach, N. Y.; and the New York World's Fair Band of America under the direction of Paul Lavalley.

Ed Pierce will be producer and Lee Tredenari the director of this holiday special for NBC-TV.

NBC-TV PROGRAM HIGHLIGHT NOV. 26

MACY'S THANKSGIVING DAY PARADE: Lorne Greene and Betty White will be co-hosts and Fess Parker, Steve Lawrence, Victor Borge will join colorful floats, six figure balloons and other performing groups in this 90-minute holiday special. (Color.)

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CREDITS FOR MACY'S 38TH ANNUAL THANKSGIVING DAY PARADE
90-MINUTE COLORCAST ON NBC-TV THURSDAY, NOV. 26

Time: NBC-TV colorcast from New York,
Thursday, Nov. 26, 10-11:30 a.m.
EST.

Commentators: Lorne Greene (of NBC-TV's "Bonanza"
series) and Betty White

Parade stars and features: Showbusiness personalities include
Fess Parker (star of NBC-TV's
"Daniel Boone" series), Steve
Lawrence, Victor Borge, Della
Reese, Fred Gwynne and Al Lewis
(stars of "The Munsters"), Bil and
Cora Baird, and comedians Soupy
Sales, Joey Faye and Mickey Deems.
Six huge helium-filled figure balloons
--Linus the Lionhearted, Dino the
Dinosaur, Elsie the Cow, Donald
Duck, Bullwinkle Moose and Popeye.
Colorful floats including Daniel Boone
float, New York float, Radio City
Music Hall float, Pan-American
float, circus float, "Sound of
Music" float, Toyland float,
Metropolitan Opera float, "First
Men in the Moon" float, and Santa
Claus on Christmas float.

(more)

2 - 'Parade' Credits

Telecast will include exclusive performances before NBC-TV cameras in front of Macy's by Radio City Music Hall's Rockettes and ballet company, Metropolitan Opera's ballet company, Steve Lawrence, Victor Borge and Della Reese.

Producer: Ed Pierce

Director: Lee Tredenari

Written by Sid Brooks and Mort Silverstein

Technical directors: Vic Barry and Jack Irving

Unit Manager: Al Vecchione

Stage Manager: Hugh McDermott

Assistant to producer: Lynn Wellenkamp

Associate Directors: Dave Handler, Bob Hopkins, Marcia Kuyper, Dave Wilson

Produced by NBC-TV

Origination: Live, from Herald Square in New York, in front of Macy's Department Store.

Sponsors (and agencies): Mars Incorporated (Ted Bates & Co. Inc.); the Vick Chemical Co. Div. of Richardson-Merrell Inc. (Morse International Inc.); and the Procter & Gamble Co. (Benton & Bowles Inc.)

NBC Press representative: Hal Bender (New York)

NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 23, 1964

FIRST PUBLIC SHOWING OF ART TREASURES FROM BUCKINGHAM PALACE TO BE FEATURED ON 'HUNTLEY-BRINKLEY REPORT'

The priceless Italian art collection of the British royal family, which will be opened to the public for the first time, will be the subject of a special feature on NBC-TV's "Huntley-Brinkley Report" Thursday, Nov. 26.

NBC News correspondent Aline Saarinen went to London for a special tour of the section of Buckingham Palace housing the paintings that will be opened for public viewing beginning Nov. 26.

The art treasures have been accrued by the royal family during the past several centuries and include a large selection of Italian Renaissance masterworks among many others.

The "Huntley-Brinkley Report" is telecast Mondays through Fridays, 6:30-7 p.m. (first feed) and 7-7:30 p.m. EST (second feed).

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 23, 1964

20 YEARS AFTER, SCENE OF BATTLE OF THE BULGE

STILL PRODUCES REAL-LIFE DRAMA

Filming portions of "The Battle of the Bulge" for NBC-TV on the battleground in Belgium gave Frank DeFelitta a few surprises, including his "arrest" by Belgian soldiers.

DeFelitta, producer-writer-director of this NBC News special, which will be telecast Tuesday, Dec. 15 (10-11 p.m. EST), recently returned from a month of filming in the towns and countryside where the battle was fought 20 years ago. The shooting schedule included first-person narratives by American officers and GI's who were flown by NBC to the scenes of their war experiences.

One of these men was Gen. Anthony C. McAuliffe, who commanded the U. S. forces at Bastogne and issued the now-famous reply to the German ultimatum to surrender -- the terse "Nuts." DeFelitta wanted to film McAuliffe in his cellar command post, but doubted that this room still existed.

"The original building had been a meeting hall of some kind," DeFelitta said. "The upper floors were shot away during the siege of Bastogne. As soon as we arrived, we began trying to locate it. All we get at first were blank looks and shrugged shoulders. Then we found an old man who knew where to take us. He led us to a Belgian Army barracks that has been built on the site. There is a sign on the fence commemorating McAuliffe's historic answer to the Germans.

(more)

"This was more than I had expected. But the best surprise was to come. Someone took us into the basement to a door that was boarded up. We pried it open, and there was McAuliffe's command post, exactly as he had left it."

A surprise of a different nature was an incident on Elsenborn Ridge. The Rev. Jim Revell, an ex-sergeant, had been with a small group who held the ridge despite days of incessant shelling. In one close call, shrapnel ripped out the back of his boot.

"We wanted to film him looking at the peaceful countryside and describing what it was like in that time of horror," DeFelitta said. "But the countryside suddenly became not so peaceful. Before we could set up our cameras, we were surrounded by Belgian soldiers pointing guns at us. What we had not known is that the Belgians have a radar installation nearby."

DeFelitta was taken away to explain what the cameras were doing there, while the others were kept under guard.

"After I had convinced the soldiers that we were not enemy agents -- which took two hours -- they became very cooperative. They remained with us to make sure our cameras were not pointed at the radar scopes, but they also helped us by rerouting Army vehicles from a nearby road, so that the noise would not interfere with our sound track."

DeFelitta's "most harrowing" surprise was caused by a cameraman's daring. He had sent Leonard Waldorf, of NBC News' London bureau, up in a helicopter to film the battle terrain. Then he had driven to Malmedy to meet the helicopter there three hours later.

"The plane was late in arriving," DeFelitta said. "As it came in, I saw what appeared to be an upright stick on one of the pontoons. When it got closer, I saw that the 'stick' was our cameraman. He was standing on the pontoon. (more)

3 - 'Battle of the Bulge'

"He had been there for the entire trip, he told me after the helicopter landed. He was supposed to shoot from the cabin -- the door had been removed -- but he found the pontoon in the way, he said, so ~~he~~ had tied himself to a seat with a towing rope and climbed out on the pontoon.

"'Why do you take such chances?' I asked him. 'Weren't you afraid the rope would break?' 'No, I double-looped it,'" he said.

"I'm still not sure what he meant by that."

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NBC-New York, 11/23/64

NBC NEWS

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BROADCASTING'S LARGEST NEWS ORGANIZATION

November 24, 1964

NBC NEWS CORRESPONDENT GEORGE CLAY KILLED IN THE CONGO - - - Ambushed While Covering Mercenaries Marching to Stanleyville

NBC News correspondent George Clay was killed today near Stanleyville in the Congo.

NBC cameraman Ernest Christie reported from Leopoldville that the 40-year-old Clay was shot down in ambush as he marched toward Stanleyville with a column of Congolese mercenary troops. Clay was recording news tape at the time he was shot, which was about 1 a.m. Congo time. Christie's information came from two correspondents from the French magazine, Paris Match, and a photographer for Life Magazine, who were with Clay during the march toward Stanleyville.

Clay, who served as African Affairs Editor for NBC News, was scheduled to return to the United States next month to participate with other NBC News foreign correspondents on "Projection '65," a year-end report and forecast to be telecast Tuesday, Dec. 29, and also tour the country. He participated in a similar telecast last year.

Clay, who won an Overseas Press Club Award in 1963 for "Best Radio Reporting from Abroad," joined NBC News in October, 1960.

One of the original four full-time foreign correspondents who covered the continent before the new African nations began their fight for independence, he worked under fire and in dangerous situations many times.

(more)

Clay was born Nov. 27, 1923 in Bloemfontein, South Africa, where he was reared and educated. During World War II he served with the South African infantry and saw action in Egypt and Italy. He was discharged a captain and immediately enrolled in the University of South Africa; he was graduated in 1946.

For the next 14 years he roamed Africa, working for newspapers and magazines. He founded a news magazine in 1956, edited it for eight months, then left to join the London Observer as a correspondent. He covered all the major trouble-spots in Africa and the Middle East for the Observer for the next four years. He left the Observer for NBC News in 1960.

Clay leaves his wife, Reggie. They lived in Nairobi, Kenya.

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NBC-New York, 11/24/64

November 24, 1964

11 NEW MEMBERS OF NBC'S TWENTY-FIVE YEAR CLUB
IN NEW YORK TO BE HONORED AT DEC. 14 LUNCHEON

The 11 new members of the Twenty-Five Year Club of the National Broadcasting Company in New York will be honored at a luncheon Monday, Dec. 14, at the Waldorf-Astoria. Among them will be William R. McAndrew, Executive Vice President in charge of NBC News.

The new club members will be presented with gold watches and certificates by Robert W. Sarnoff, Chairman of the Board of NBC.

Robert E. Kintner, President of NBC, will speak to the luncheon group.

David Brinkley, NBC News, will be a guest speaker and Nancy Ames, the "TW3 Girl," will entertain.

In addition to the new Twenty-Five Year Club members, Adelaide Orr, of the engineering design and construction department, will be honored in recognition of her completion of 40 years with the network.

There are 436 active and retired NBC employees in New York and elsewhere who have been with the company 25 years or more.

The new Twenty-Five Year Club members besides Mr. McAndrew are Raymond O'Connell, Manager, Station Relations; Carl M. Watson, Director, Broadcast Standards; Robert W. McFadyen, Manager, Daytime Program Sales; Hamilton Robinson, Manager, Sales Office Services; Charles Carvajal, film engineer; Dick Dudley, announcer; Arthur Gary, announcer; Harold Ritchie, engineer; Lewis P. West, engineer, and Joseph G. Bolger, draftsman.

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NBC TRADE NEWS

November 24, 1964

ADMIRAL CORPORATION RETURNS TO NETWORK TV, BUYING INTO NBC'S ANDY WILLIAMS AND JONATHAN WINTERS SHOWS

The Admiral Corporation has returned to network television after an absence of several years, with major sponsorship of "The Andy Williams Show" and "The Jonathan Winters Show," it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The order was placed through Campbell-Mithun Inc.

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NBC TRADE NEWS

November 24, 1964

THE SAVINGS AND LOAN FOUNDATION TO SPONSOR NBC NEWS

COLOR SPECIAL, 'THE CAPITOL: CHRONICLE OF FREEDOM'

Program Will Spotlight Edifice as Monument to Freedom, Symbol
of Democratic Government, and a National Art Treasure

The United States Capitol will be spotlighted as a monument to freedom, a symbol of democratic government, and a national art treasure in a full-hour NBC News color television special, "The Capitol: Chronicle of Freedom," Tuesday, Jan. 12 (10-11 p.m. EST). The Savings and Loan Foundation will be the sponsor.

Lou Hazam will produce and write the program, and Tom Priestley will direct. Eddy Manson will compose and conduct the original orchestral score, and Raymond Massey will be the off-camera narrator.

In production of the program in the Capitol, Hazam has scored an impressive first. He took his Washington film crew into the Chamber of the United States Senate -- the first time in history that motion-picture or TV cameras were ever allowed inside its walls.

"We are concerned with the building as a symbol rather than as the 'factory' of our democracy," Hazam said. "We shall view the Capitol as a national shrine and museum within whose walls glows the best single illumination, anywhere in the land, of the American story."

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No other building, not even the White House, is so intimately linked with the lives of all the people of the United States, Hazam noted. It stands at the heart of the American system of representative government, a focal point of American ideals of freedom and opportunity.

The program will echo the history that has taken place in the building, including such dramatic events as the trial of impeachment of President Andrew Johnson for his opposition to Congress.

Works of art that line the marble corridors and look out from the columned walls will be highlighted: statues, murals, and portraits of the men who took part in historic struggles and achievements.

In addition to the previously restricted Senate Chamber, the cameras will visit the House Chamber, the Rotunda, the Brumidi Corridor, the Senate Reception Room, the Senate Lobby, the Senate Dining Room, the House Restaurant, the Congressional Prayer Room, the Reading Room of the House, the Marble Room, the Statuary Hall, the President's Room, the Supreme Court Chamber, and other locations that evoke the story of the United States as a nation.

All three branches of the Government have had deep-rooted associations with the Capitol since its first small wing was completed in 1800. The home of Congress, it was also for 134 years (until 1935) the home of the United States Supreme Court as well. There most of our Presidents have been inaugurated, beginning with Thomas Jefferson who, in 1801, strolled over from his neighborhood boarding-house to take the

(more)

oath of office. And there, on Jan. 20, the newly-elected President, Lyndon B. Johnson, will mount a new inaugural stand before the East Front Portico to take the oath.

McCann-Erickson is the agency for the Savings and Loan Foundation, sponsor of the Jan. 12 color special.

(Raymond Massey, the special's off-camera narrator, is co-star of NBC-TV's "Dr. Kildare" series.)

----- NBC-TV PROGRAM HIGHLIGHT JAN. 12 -----

THE CAPITOL: CHRONICLE OF FREEDOM -- NBC
News special spotlighting the U. S. Capitol
as a monument to freedom and a national
art treasure. (Color.)

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NBC-New York, 11/24/64

NBC COLOR TELEVISION NEWS



November 24, 1964

ANDY WILLIAMS JOINED BY HIS BROTHERS, HIS SISTER JANIE,
SENIOR WENCES, OSMOND BROTHERS AND THE YOUNG AMERICANS
IN HIS COLORCAST CELEBRATING THE CHRISTMAS SEASON

Andy Williams, his brothers, his sister, Senior Wences, the Osmond Brothers and the Young Americans help him celebrate the Yuletide season, on NBC-TV's colorcast of the "Andy Williams Show" Monday, Dec. 21 (9-10 p.m. EST).

Backed by the Osmond Brothers, the Young Americans and the Nick Castle dancers, Andy opens the show singing "The Most Wonderful Time of the Year." Senior Wences demonstrates his virtuosity as a ventriloquist by telephoning Santa Claus and by having his two side-kicks, Johnny and Pedro, join Andy in singing "Alright, Okay, You Win." The Osmond Brothers and Andy sing "Silver Bells" as they sit around a campfire toasting marshmallows and tap off the number by ringing bells.

During the informal spot, Andy's brothers, Dick, Don and Bob, join him in singing "Jingle Bells." Andy's kid sister, Janie, teams with her brothers to sing "White Christmas." A comedy number follows as the boys sing "Santa Claus Is Coming to Town" -- as they sounded when their voices were changing. They close the informal portion with "Holiday Season."

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The Young Americans make their show debut singing "Caroling, Caroling." Andy chats with Milton Anderson, the founder and director of the Young Americans, who calls upon members of the group to perform short solos. The entire group closes with "Some Children See Him" and are joined by Andy in a Christmas medley which includes "Merry Christmas," "Walking in a Winter Wonderland," "I've Got My Love to Keep Me Warm," and "Deck the Halls." Andy's finale is "O Holy Night."

The "Andy Williams Show" is produced by Bob Finkel and directed by Bob Henry.

----- NBC-TV PROGRAM HIGHLIGHT DEC. 21 -----

ANDY WILLIAMS SHOW - Andy's brothers, his sister Janie, Senor Wences, the Osmond Brothers and the Young Americans help Andy celebrate the Christmas season. (Color.)

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NBC-New York, 11/24/64

NBC COLOR TELEVISION NEWS



November 24, 1964

EXTENDED "SATURDAY NIGHT AT THE MOVIES" COLORCAST DEC. 12
TO PRESENT TOLSTOI'S "WAR AND PEACE," WITH INTERNATIONAL
CAST HEADED BY AUDREY HEPBURN, HENRY FONDA, MEL FERRER

The army of Napoleon has its legend of invincibility shattered on the vast, frozen plains of Imperial Russia in "War and Peace," the epic film based on Leo Tolstoi's panoramic masterpiece of life and love, on NBC-TV's "Saturday Night at the Movies" colorcast Dec. 12 (8 p.m. EST to conclusion).

Audrey Hepburn, Henry Fonda and Mel Ferrer head an international cast for this 1956 Paramount release, which re-creates three of history's monumental battles -- Austerlitz, called by Napoleon his "Masterpiece of Battles"; Borodino, one of history's bloodiest battles; and Berezina, which was foreshadowed by the burning of Moscow and the disastrous French retreat from the ruined city.

THE CAST

Natasha Rostov.....Audrey Hepburn
Pierre Bezukhov.....Henry Fonda
Andrey Bolkonsky.....Mel Ferrer
Anatole Kuragine.....Vittorio Gassman
Helene Kuragine.....Anita Ekberg
General Kutuzov.....Oscar Homolka
NapoleonHerbert Lom

(more)

Platon.....John Mills
Dolokhov.....Helmut Dantine
Lise.....Milly Vitale

THE STORY

After having conquered most of Europe, Napoleon looks toward Czarist Russia. In Moscow, the idealistic Pierre Bezukhov, who has unexpectedly inherited great wealth, marries the unscrupulous Helene Kuragine.

Meanwhile, Pierre's closest friend, Prince Andrey Bolkonsky, bored with petty court intrigues, joins the staff of General Kutuzov and is wounded in the Battle of Austerlitz. Returning to his estate, he finds his wife, Lise, dying in childbirth.

Pierre wounds Dolokhov in a duel after learning Helene has been having an affair with him. Pierre also introduces Andrey to Natasha who fall in love. Before they can marry, he is sent away for a year. Alone, Natasha is unable to resist the passionate advances of Anatole Kuragine.

After Moscow is evacuated, Pierre, who has remained in the doomed city in order to try to kill Napoleon, is captured. In a dungeon, he meets Platon whose common sense philosophy does much to mature his thinking.

"War and Peace" was produced by Dino De Laurentiis and directed by King Vidor.

NBC-TV PROGRAM HIGHLIGHT DEC. 12

SATURDAY NIGHT AT THE MOVIES: "War and Peace" -- Audrey Hepburn, Henry Fonda and Mel Ferrer star in dramatization of Leo Tolstoi's classic novel of Napoleon's invasion of Imperial Russia. (Color.)

(NOTE: Because of the 8 p.m. EST start of "War and Peace," "The Famous Adventures of Mr. Magoo" (8 p.m. EST) and "Kentucky Jones" (8:30 p.m. EST) will be preempted on this date only.)

NBC SPORTS

A DEPARTMENT OF NBC NEWS

KICKING OFF NBC'S 1964 ALL-AMERICA FOOTBALL TEAM

Selection of NBC's 1964 All-America football team was announced today by Carl Lindemann Jr., Vice President, NBC Sports.

The roster of college stars has been chosen by a committee of the play-by-play announcers and commentators assigned to the NBC-TV Network's telecasts of the 29 NCAA football games during the current season.

Following is the list of the 1964 NBC All-America:

Ends: Jack Snow, Notre Dame; Donald Anderson, Texas Tech.

Tackles: Steve DeLong, Tennessee; Archie Sutton, Illinois.

Guards: Tom Nobis, Texas; Glenn Ressler, Penn State.

Center: Dick Butkus, Illinois.

Quarterback: Bob Timberlake, Michigan.

Halfbacks: Gayle Sayers, Kansas; Junior Coffey, Washington.

Fullback: Cosmo Iacavazzi, Princeton.

In addition to the 11-man All-America squad, the NBC committee also singled out two outstanding backs -- Nick Eddy of Notre Dame, and Floyd Little of Syracuse -- for honors as grid Sophomores of the Year.

The NBC All-America squad will be described graphically on the "NBC College Football Scoreboard," which follows the network's colorcast of the Alabama-Auburn game Thursday, Nov. 26 (2:45 p.m. EST). A highlight of the program will be action films of each All-America player in action.

The reporters and announcers who served on the NBC All-America selection committee included Lindsey Nelson, Terry Brennan, Bill Flemming, Jim Simpson, Lou Boda, Gene Rossides, Chick Hearn, and Frankie Albert.

PRESS DEPARTMENT, 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK 10020

-----o----- NBC-New York, 11/24/64

school. The Minneapolis stations hired him six weeks before commencement -- he got his diploma by mail -- in 1952, and he became news editor there in 1954 and news director in 1956.

Before joining NBC in Philadelphia in October, 1961, he was manager of radio and TV news for the Chrysler Corporation for two years.

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NBC-New York, 11/24/64

NBC COLOR TELEVISION NEWS



November 24, 1964

ADDITIONS TO NBC-TV DECEMBER COLORCAST SCHEDULE (EST)

Sunday, Dec. 20

3-4 p.m.

The NBC Opera Company presents "Amahl
and the Night Visitors."

Saturday, Dec. 26

2:30-3:30 p.m.

The Southern Baptist Hour presents "Walk
Beside Me," a special documentary program.

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NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

2-X-H

ROBERT W. SARNOFF RECEIVES FIRST AWARD IN COMMUNICATIONS
FROM THE UNIVERSITY OF TEXAS

AUSTIN, TEXAS, Nov. 25 -- Dr. Harry Ransom, Chancellor of the University of Texas, yesterday presented to Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, the 1964 Award for Distinguished Service in the field of communications.

The award, the first in the series, was presented in the university's new Academic Center. It read:

"In recognition of his distinguished achievement and wise foresight in the field of communications, the Committee on Arts and Letters presents this certificate of appreciation to Robert W. Sarnoff."

Dr. Ransom, in his remarks, said, "The 1964 award is made to a man whose career has spanned only a brief period of what is now called communications. In that career Mr. Sarnoff has contributed notably by his combination of professional success with a sensitiveness of human welfare. He has directed the best of our technology toward the best interest of our people. He has helped spread knowledge in the service of wisdom. Through careers like his, men will learn increasingly effective ways of sharing what they know and believe, with deep conviction and courageous foresight, with independent opinion and good taste."

(more)

In accepting the award, Mr. Sarnoff said, in part, that "it marks another advance in the growing relationship between the intellectual community and the world of communications."

Among those attending the presentation were W. W. Heath, Chairman, Board of Regents; Mrs. J. Lee Johnson III, Board of Regents; Dr. Norman Hackerman, Dr. L. D. Haskew, Lanier Cox, Vice Chancellors; and W. D. Blunk, Assistant Chancellor.

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NBC, 11/25/64

November 25, 1964

MAYBELLINE BUYS SPONSORSHIP IN FIVE
PRIME--TIME NBC-TV PROGRAMS

The Maybelline Company has purchased sponsorship in five prime-time NBC-TV programs, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The programs are "The Andy Williams Show," "The Jonathan Winters Show," "The Man from U.N.C.L.E.," "Wednesday Night at the Movies" and "The Alfred Hitchcock Hour."

The Maybelline order was placed through Post-Keyes & Gardner Inc.

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NBC TRADE NEWS

NBC INTERNATIONAL INCREASES TO 80 THE NUMBER OF COUNTRIES IT SUPPLIES WITH PROGRAMS AND SERVICES

NBC International, a division of NBC Enterprises, has increased to 80 the number of countries to which it supplies programs and services, it was announced today by Joseph M. Klein, President, NBC International.

Aden, Ethiopia, Mauritius, and Sudan have been added to the growing list of NBC International clients, Mr. Klein said. These four countries have purchased "Bonanza," "Dr. Kildare" and "Laramie." The sales were negotiated by Will Roland of NBC International-London, through Television International Enterprises.

Aden and Mauritius purchased "Bonanza," Ethiopia bought both "Bonanza" and "Dr. Kildare," and Sudan ordered "Laramie." The "Bonanza" series, which is in its sixth year on the NBC Television Network, is the world's biggest seller and is seen weekly by approximately 350 million people.

* * *

NBC International is the largest and oldest international operation existing in the U. S. broadcasting business. NBC first initiated an international broadcasting endeavor in 1935 with radio. A major surge in this field began after World War II with the development of commercial television.

NBC International's roster of 80 clients blankets the world and includes markets stretching from Curacao, Netherlands Antilles, through the European countries (including many Iron Curtain countries) to the Far East and Australia.

-----o----- NBC-New York, 11/25/64

NBC COLOR TELEVISION NEWS



November 25, 1964

TOURNAMENT OF ROSES PARADE TO BE BROADCAST IN COLOR
BY NBC-TV NETWORK FOR 12TH CONSECUTIVE YEAR JAN. 1
- - -
Lorne Greene and Betty White to Describe Pasadena Event

Sixty plush "gardens on wheels," 21 gaily-uniformed marching bands from many states, and 225 happy riders astride an equal number of high-stepping silver-festooned horses will move smartly down Pasadena's Colorado Boulevard in the 76th annual Tournament of Roses Parade, to be telecast live and in color for the 12th consecutive year on NBC-TV Friday, Jan. 1 (11:30 a.m. to 1:45 p.m. EST).

"Bonanza" star Lorne Greene and Rose Parade veteran Betty White will describe the event for viewers. They will be assisted by Stanley Hahn, a past president of the Tournament of Roses Association.

Famed professional golfer Arnold Palmer, as grand marshal, will lead the parade, which has "Headlines in Flowers" as its theme.

Following Palmer, who will ride in a rose-covered open car, will be the float bearing the Queen of the Tournament of Roses and her court of six pretty college coeds.

The Queen and her court will be named Dec. 1. They are selected from nearly 3,000 Pasadena City College coeds who annually vie for the honor.

The 60 float entries will include representatives from Calgary, Canada; Detroit, Mich.; Dallas, Tex.; Orlando, Fla.;

(more)

2 - Tournament of Roses Parade

Portland, Ore.; Quincy, Ill.; Reno, Nev.; St. Paul, Minn., and Douglas, Wyo. Mexico will be the third nation represented in the parade with a float dedicated to the 19th Olympiad, which will be held in Mexico City in 1968.

Following the parade colorcast, NBC-TV will present color coverage of three New Year's Day football classics -- the Sugar Bowl Game in New Orleans (1:45 p.m. EST to conclusion), the Rose Bowl Game in Pasadena (4:45 p.m. EST to conclusion) and the Orange Bowl Game in Miami (7:45 p.m. EST to conclusion).

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NBC-New York, 11/25/64

CREDITS FOR 'THE OTHER WORLD OF WINSTON CHURCHILL,'
COLORCAST ON 'THE HALLMARK HALL OF FAME'

Program: "The Other World of Winston Churchill."
Series: "The Hallmark Hall of Fame."
Time: NBC-TV colorcast, Monday, Nov. 30, 10 to
11 p.m. EST.
Producer: Jack Le Vien.
Director: Lou Stoumen.
Script: Caryl Brahms.
Narrator: Paul Scofield. (The words of Sir Winston
Churchill, except when spoken by
himself, are spoken by Patrick
Wymark.)
Cast: Field Marshal Viscount Montgomery, Paul
Maze, Merle Oberon, Lady Birley,
Sian Phillips (as Lady Lavery).
Point of Origination: Filmed in color in England.
Sponsor: Hallmark Cards Inc.
Agency: Foote, Cone and Belding.
NBC Press representative: Betty Lanigan (New York).

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NBC-New York, 11/25/64

CRIMINALS ARE THE OTHER HALF OF THE STREET

COLLAPSE OF THE HOUSE OF COMMONS

Program:

Series:

Time:

11 P.M. EST

Producer:

Director:

Script:

Narrator:

Guest:

Title of Original:

Spoken:

Genre:

ABC Press representative:

ABC Press, New York, NY 10019

NBC COLOR TELEVISION NEWS



November 25, 1964

'THE JONATHAN WINTERS SHOW' OF DEC. 14 TO PRESENT
EILEEN FARRELL, PETER NERO AND LOUIS NYE IN HOUR
OF MUSIC AND MIRTH (PLUS VERSATILITY)

Music and mirth will be blended harmoniously with an extra ingredient -- versatility -- when Metropolitan Opera star Eileen Farrell, pianist Peter Nero and comedian Louis Nye are guests on "The Jonathan Winters Show" Monday, Dec. 14 (NBC colorcast, 9-10 p.m. EST).

This full-hour special, the second of six Winters will do this season, will be produced by Perry Cross and directed by Gordon Rigsby.

Miss Farrell, who has displayed her versatility in opera, concert halls and on TV, also has had an impact in the popular recording field. After the release of her hit record, "I've Got a Right to Sing the Blues," Time Magazine described her as "the finest dramatic soprano in the United States."

Nero, the 29-year-old pianist, also appeared as actor and composer of the score for the motion picture, "Sunday in New York." His versatility has been demonstrated by his classical background combined with an affinity for jazz and pop music.

(more)

Nye is the versatile comedian who has entertained in films, on TV, the stage, in nightclubs, on radio and on recordings. His TV credits include guest shots with Jack Paar, Steve Allen, Danny Thomas and Dinah Shore.

----- NBC-TV PROGRAM HIGHLIGHT DEC. 14 -----

THE JONATHAN WINTERS SHOW: Eileen Farrell, Peter Nero and Louis Nye will be guests in the second Winters special of the season. (Color.)

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NBC-New York, 11/25/64

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NBC TRADE NEWS

NBC-TV DAYTIME SALES TOTALING OVER \$4,500,000

RECORDED FOR THE WEEK ENDING NOV. 20

Daytime sales totaling more than \$4,500,000 were recorded by NBC-TV for the week ending Nov. 20, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Fifteen advertisers purchased sponsorship in 11 Monday-through-Friday programs and in two Saturday morning shows. The programs are "Another World," "The Match Game," "You Don't Say!" "What's This Song?" "Say When," "Moment of Truth," "NBC Morning Report -- 10:55 a.m. News," "Concentration," "Let's Make a Deal," "Make Room for Daddy," "Jeopardy," "Hector Heathcote," and "Fireball XL-5."

The advertisers and their agencies are Scott Paper Co. (J. Walter Thompson), Colgate-Palmolive Co. (William Esty Co.), Block Drug Co. (Grey Adv.), Thomas Leeming & Co. (William Esty Co.), Armour Grocery Products Co. (Foote, Cone & Belding), Alberto-Culver (Compton Adv.), S. C. Johnson & Sons Co. (Needham, Louis & Brorby), Kraft Foods Div. of National Dairy Products (Foote, Cone & Belding), Adolph's Limited (McCann-Erickson Inc.), P. Lorillard Co. (Grey Adv.), The Simoniz Company (Dancer-Fitzgerald-Sample), Pharmaco, Inc. (N. W. Ayer & Son), U. S. Borax & Chemical Corporation (McCann-Erickson Inc.), National Biscuit Company (McCann-Erickson Inc.) and American Home Products (Grey Adv.).

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NBC-New York, 11/27/64

NBC TRADE NEWS

November 27, 1964

INSTITUTE OF LIFE INSURANCE AND THE MENNEN COMPANY TO SPONSOR
'THE STATELY GHOSTS OF ENGLAND,' NBC NEWS FULL-HOUR SPECIAL
WITH MARGARET RUTHERFORD, TO BE COLORCAST JAN. 25

In a spirit of free and open inquiry, committed neither to the acceptance nor the rejection of England's historic ghost lore, NBC News will present a full-hour color special, "The Stately Ghosts of England," with the noted British actress Margaret Rutherford, Monday, Jan. 25 (NBC-TV, 10-11 p.m. EST).

The program will be sponsored by The Institute of Life Insurance through the J. Walter Thompson Company, and The Mennen Company, through Grey Adv. Agency Inc.

With Miss Rutherford in the vanguard of an intrepid trio of ghost hunters, including Miss Rutherford's husband, Stringer Davis, and Tom Corbett, one of London's most popular society clairvoyants, the program will take viewers to three traditional spirit rendezvous. Albeit harboring ghosts of quite different temperaments, Longleat, Salisbury Hall and Beaulieu have well earned their credentials as haunted mansions.

The program has been produced, directed and written by Frank DeFelitta, whose imposing record of award-winning television productions has a robust and earthy look. In all fairness to those who enjoy a rapport with the supernatural, DeFelitta selected his three ghost probers because they could be quickly absolved of any charge of sour skepticism. All three qualify as defenders of the faith.

(more)

Neither NBC News (as a corporate and corporeal institution) nor DeFellita guarantee that their audience will see clearly defined ghosts on their TV screens. But they do testify, as rational citizens, that certain disturbing impedimenta, unexplained by universal laws of physics, frequently interfered with the process of filming the program.

Joseph C. Harsch, NBC News' correspondent in London, distinguished for his accurate reporting of news and information identified with the more mundane, but familiar with the ways of his English hosts, will introduce "The Stately Ghosts of England."

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NBC-New York, 11/27/64

NBC COLOR TELEVISION NEWS



"THROUGH CHILDREN'S EYES," COLORCAST MUSICAL-IN-THE-ROUND
FEATURING THE RIVERSIDE SINGERS, YOUNG FOLK ARTISTS,
WILL OPEN SECOND SEASON OF "NBC CHILDREN'S THEATRE"

FOR RELEASE MONDAY, NOV. 30

"Through Children's Eyes," a musical-in-the-round featuring four young folk artists called the Riverside Singers, will be presented by "NBC Children's Theatre" Sunday, Dec. 20 (4-5 p.m. EST), as the opening bill of its second year of full-hour color television specials.

The musical will be the first of five productions on the program's agenda this season, according to George A. Heinemann, who developed "NBC Children's Theatre" and is its executive producer. David Barnhizer directed "Through Children's Eyes," the program's first venture into programming for the six-to-twelve-year age group.

In an arena setting, surrounded by hundreds of youngsters, the Riverside Singers will provide in "Through Children's Eyes" an opportunity for children to listen and respond to music imaginatively. Like all "NBC Children's Theatre" offerings, this song session will encourage participation not only by its studio audience but by its young viewers at home. The music will relate to all aspects of a child's life, including his role as a member of a family, a community, a nation, and the world. Songs will range from popular favorites like

(more)

"Sweet Betsy from Pike" to a hand-clapping novelty called "Bingo Was His Name." They will be interspersed with explanatory and humorous patter by all four members of the cast.

The leader of the Riverside Singers is Alex Hassilev, a member of the famed Limeliter's quartet which no longer makes personal appearances but continues to make recordings. He has appeared in many of the country's big supper clubs, singing and playing the guitar, bongos and piano. The other members of the Riverside group are veteran folk singers Mike Settle, Scott MacKenzie and Jill O'Hara.

Other new "NBC Children's Theatre" productions this season will be "Kristie," a live-action story filmed on location and dealing with a young boy, his sister and their stubborn horse; "Petey and the Pogo Stick," a musical about a boy's travels around the world and into outer space on an atomic-powered pogo stick; and a dramatization of a popular children's book. There also will be a repeat performance of "Quillow and the Giant," a musical adaptation of a James Thurber tale that received high praise from the critics and the public when it was first presented a year ago. Airdates will be announced soon.

A Public Affairs presentation of NBC News, "NBC Children's Theatre" was created principally for children from four to seven years of age. Its offerings are designed as entertaining and educational TV fare to introduce youngsters to different types of theatre performance and to enable them to start to formulate their own standards of taste.

(more)

3 - 'NBC Children's Theatre'

This year the Children's Theatre Conference of the American Educational Theatre Association presented an award to NBC as "a token of hearty approval of the concept of the 'NBC Children's Theatre'." Last season's productions, in addition to "Quillow and the Giant," were "Of Sights and Sounds" and "Robin Hood," which had two performances.

NBC-TV PROGRAM HIGHLIGHT DEC. 20

NBC CHILDREN'S THEATRE -- "Through Children's Eyes," musical-in-the-round featuring Riverside Singers, four young folk artists, surrounded by hundreds of youngsters. Songs with explanatory and humorous patter. (Color.)

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NBC-New York, 11/27/64

NBC COLOR TELEVISION NEWS



PROGRAM CHANGE FOR "THE JACK PAAR PROGRAM"

JUDY GARLAND, ROBERT MORLEY AND RANDOLPH CHURCHILL ARE
JACK PAAR'S GUESTS ON PROGRAM TAPED IN LONDON THEATRE

Judy Garland, Robert Morley and Randolph Churchill will be guests on "The Jack Paar Program" of Friday, Dec. 11 (NBC colorcast, 10-11 p.m. EST). This program was taped at the Prince Charles Theatre in London.

(EDITOR'S NOTE: The previously announced program, with guests Inga Swenson, George Gobel, Oscar Levant and Malcolm Muggeridge, will be rescheduled at a later date.)

In her first TV appearance in seven months, Miss Garland sings "Never Will I Marry" and "What Now My Love?" She also relates anecdotes about herself and Marlene Dietrich.

Morley tells Paar why children shouldn't attend school and the differences between banking in the U. S. and England.

Author Randolph Churchill, son of Sir Winston Churchill, discusses his father and how it feels to grow up as the son of a historic figure.

NBC-TV PROGRAM HIGHLIGHT DEC. 11

THE JACK PAAR PROGRAM: Judy Garland, Robert Morley and Randolph Churchill are guests on program taped at Prince Charles Theatre in London. (Color.)

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NBC-New York, 11/27/64

November 30, 1964

COLGATE-PALMOLIVE BUYS SPONSORSHIP IN 11 PRIME-TIME
NBC-TV PROGRAMS AND TWO NBC NEWS ACTUALITY SPECIALS

The Colgate-Palmolive Company has purchased sponsorship in 11 prime-time NBC-TV programs, and two NBC News actuality specials, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The prime-time programs are "The Andy Williams Show," "The Jonathan Winters Show," "The Man from U.N.C.L.E.," "That Was the Week That Was," "The Virginian," "Wednesday Night at the Movies," "Daniel Boone," "The Jack Paar Program," "Flipper," "Kentucky Jones" and "Saturday Night at the Movies."

The two actuality specials are "Vietnam: It's a Mad War" (Tuesday, Dec. 1, 10-11 p.m. EST) and "The Battle of the Bulge" (Tuesday, Dec. 15, 10-11 p.m. EST).

The co-sponsor of both NBC News specials is Bristol-Myers Co.

The Colgate order was placed through D'Arcy Advertising Company.

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NBC TRADE NEWS

November 30, 1964

FIVE MAJOR ADVERTISERS BUY SPONSORSHIP IN NEW SERIES, 'NBC SPORTS IN ACTION'

Five major advertisers have purchased sponsorship in "NBC Sports in Action," the new NBC Sports series which premieres Jan. 17, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The advertisers and their agencies are Plymouth Division of Chrysler Corp. (N. W. Ayer & Son Inc.), Liggett & Myers Tobacco Co. Inc. (J. Walter Thompson Co. Inc.), Humble Oil & Refining Co. (McCann-Erickson Inc.), The Sherwin-Williams Co. (The Griswold-Eshleman Co.), and American Photocopy Equipment Co. (Rosenbloom/Elias & Assoc. Inc.).

Veteran sportscaster Jim Simpson will be host on "NBC Sports in Action," which will be televised mostly in color, and which will seek out the drama and excitement in all areas of the sports world. It will be telecast 4-5 p.m. EST Sundays, beginning Jan. 17.

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NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

November 30, 1964

"PROJECTION '65" TO BE COLORCAST

NBC Newsmen Abroad Will Return to U.S. for Annual
Forecast of World Events and 10-City Tour

NBC News' foreign correspondents from eight major cities in Europe, Asia, the Middle East and South America will come to the United States to participate in NBC News' annual full-hour forecast of world events, "Projection '65," to be colorcast on NBC-TV Tuesday, Dec. 29 (10-11 p.m. EST). The newsmen will discuss conditions in their assigned areas and look ahead to what may be expected in 1965.

After the colorcast, the foreign correspondents will leave on a 10-city, cross-country speaking tour. The correspondents returning to the U.S. for the program and tour are:

Joseph C. Harsch, NBC's Senior European correspondent, from London; Bernard Frizell, Paris bureau chief; Welles Hangen, from Bonn, Germany; Irving R. Levine, Rome bureau chief; Frank Bourgholtzer -- who was Moscow correspondent until the Soviets closed that bureau, and who recently returned to Moscow to cover the change in that country's leadership -- from Paris; James Robinson, Southeast Asian correspondent, from Hong Kong; Tom Streithorst, South American correspondent, from Rio de Janeiro; and Dean Brelis, Mideast correspondent, from Beirut.

Several domestic correspondents will complete the television panel, with Frank McGee as the moderator.

"Projection '65," the eighth annual program of its type to be presented by NBC News, will be produced by Chet Hagan. The sponsor will be the Gulf Oil Corporation.



November 30, 1964

THREE NBC-TV STARS TO AID IN ROSE PARADE DESCRIPTIONS

Three stars of NBC-TV series will assist Lorne Greene and Betty White in their New Year's Day descriptions of the 76th annual Tournament of Roses Parade in Pasadena which NBC-TV will colorcast live on Friday, Jan. 1 (11:30 a.m. to 1:45 p.m. EST).

They are Fess Parker and Patricia Blair of "Daniel Boone" and young Debbie Watson of "Karen." The stars will each have an opportunity to describe one or two of the floats to viewers and, if time allows, Greene or Miss White will interview them on their own reactions.

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NBC TELEVISION NETWORK NEWS

November 30, 1964

'ETERNAL LIGHT' TO OBSERVE HUMAN RIGHTS DAY WITH ALVIN BORETZ PLAY ABOUT FORMER SLAVE HELPING OTHERS TO FREEDOM; GLORIA FOSTER STARS

Gloria Foster, noted Negro actress now starring in the long-running off-Broadway production of "In White America," will have the central role in "Immortal Journey," a drama by Alvin Boretz to be presented by "Eternal Light" on NBC-TV Sunday, Dec. 6 (1:30 p.m. EST), in observance of Human Rights Day. The play will be the first to bring to television the story of Sojourner Truth.

Miss Foster will portray Sojourner Truth, a former slave who, upon achieving her own freedom, learned to use the courts to free many children of slaves and former slaves. Later she placed her considerable ability as a speaker and organizer at the disposal of the Women's Rights Movement, at that time in the midst of its struggle on behalf of the enfranchisement of women.

The cast will include Edwin Cooper, as Squire Chipp, a lawyer who helps Sojourner Truth; Edward Espinesa, as Peter, her son; and Frank Schofield, as Abraham Lincoln.

"Eternal Light," an NBC Public Affairs presentation, is produced in cooperation with the Jewish Theological Seminary of America.

NBC-TV PROGRAM HIGHLIGHT DEC. 6

ETERNAL LIGHT: "Immortal Journey" -- drama about Sojourner Truth, former slave who helped to free many children of slaves and former slaves. By Alvin Boretz. Gloria Foster portrays Sojourner Truth.

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